

CALIFORNIA PLAN BOOK

2nd and Enlarged Edition • Price: \$1.50



For description of picture, see page 6; for plan of house, page 49.

Preview for 1946

NEW PLANS

200 PICTURES

IN PLANNING AND BUILDING YOUR HOME...

- ★ You use the help of real estate broker, architect, attorney, escrow agent, lender, contractor—and *title company*.
- ★ OUR BUSINESS AS A TITLE COMPANY IS:
- ★ TO gather full information about the ownership of every parcel of land in the county in which we do business.
- ★ TO arrange this information, for ready access, keeping it always to date, and making it available when you buy your land.
- ★ TO insure the accuracy of this information in a policy of land title insurance issued for the protection of yourself and your lender—at moderate cost.

*7 replaced
Page 57*

TITLE INSURANCE AND TRUST COMPANY

LOS ANGELES

BAKERSFIELD • SAN LUIS OBISPO • VISALIA • SANTA BARBARA • VENTURA

Head to Heels in comfort . . .



THERMADOR ELECTRIC "HEAD-TO-HEELS" BATHROOM HEATER

This is the famous **Head-To-Heels** electric bathroom heater. It's economical to operate, — you can heat your bathroom without using your central heating system.

Needs no flue or vent because it is electric and gives off no fumes — helps you keep your bathroom spotless and shining.

Only 9" wide, its head-to-heels height bathes you in rich, comforting warmth at the flick of a switch.

You and your architect both will appreciate its simple, modern design — the way it can be built into almost any nook of your bathroom. Ideal for new homes or remodelling, and a must in All-Electric Homes.

THERMADOR ELECTRIC FAN-TYPE WALL HEATER

Here is the Thermador Electric Fan-Type Wall Heater.

At the flip of the switch or action of the thermostat your room is flooded with clean warmth.

In summer, flip another switch and the fan provides gentle circulation of air.

Because Thermador Electric Fan-Type Wall Heaters are flameless, they are also fumeless — do not soil furnishings or drapes.

Thermador Electric Fan-Type Wall Heaters are easily installed, without extra framing, between 16" studs. Your architect and builder will appreciate their sound design as much as you'll enjoy their clean, generous heat.

Thermador Electric Fan-Type Wall Heaters are equipped with a switch to provide full-heat, half-heat and a cool-fan. Thermostatic Control Heaters offer the same features plus a built-in, adjustable special Thermador thermostat that regulates room temperatures automatically.



OTHER FAMOUS THERMADOR ELECTRICAL PRODUCTS • SEVEN LEAGUES AHEAD



ELECTRIC RANGES • WATER HEATERS • PORTABLE HEATERS • TRANSFORMERS

THERMADOR

Electrical Manufacturing Company
5119 SOUTH RIVERSIDE DRIVE • LOS ANGELES 22, CALIFORNIA

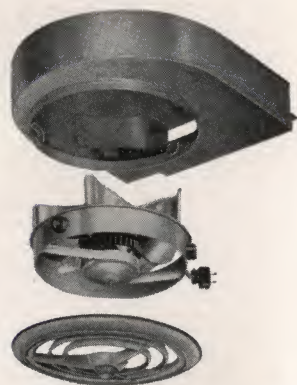


Pry-an'co "BUILT-INS" Provide

Blo-Fan

"SPOT" VENTILATION

WITH BLO-FAN "Spot" Ventilation, the new walls, woodwork, draperies and furnishings keep that new-home freshness far past the normal time. Smudging and soiling from greasy cooking steam are avoided, cleaning and redecorating expense postponed. Unclean air is expelled before it can deposit its sediment and dampness. Blo-Fan "Spot" Ventilation eliminates foul air **at the source**—in kitchen, gameroom, bathroom, laundry.



EXPLODED VIEW of Blo-Fan showing three parts which nest one within the other to fit flush with the ceiling.

FAN AND BLOWER COMBINED

Installed in the ceiling—directly over the origin of odors and steam—the Blo-Fan is twice as effective as a side-wall fan of similar size across the room. The Blo-Fan is a patented combination of fan and blower that catches the air ahead of window and door drafts and cross air currents. It traps undesirable odors and vapors as they form—**before they spread**—and forces them out of the house through a duct.

In 1-Story Houses

Duct usually is run up through the attic and out the roof.

In 2-Story Houses

Usually ducted between ceiling joists to exterior wall.

Installation is very simple. Standard 3 1/2 x 10" furnace duct is used. Fan is controlled by ordinary switch on a nearby wall.

3 SIZES

- DeLuxe** Two-speed, maximum capacity model for large rooms. Wall switch and speed control furnished:
- Standard** Adequate for medium size rooms. Uses regular toggle switch (not furnished).
- Junior** Designed primarily for bathrooms and kitchenettes.

FAN AND LIGHT COMBINATION



An especially attractive combination of ventilator and flush light, using the DeLuxe model. 100-watt light adequate for working area below fan.



Kitchen



Den



Bath

Pryne & Co. will again lead the procession with this popular

Ironing Board

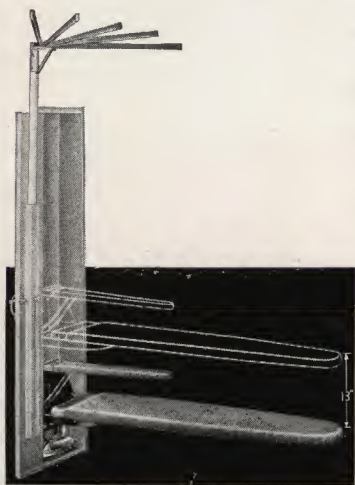
— adjusts in height

A short or tall woman can sit or stand while ironing, thanks to this special feature.

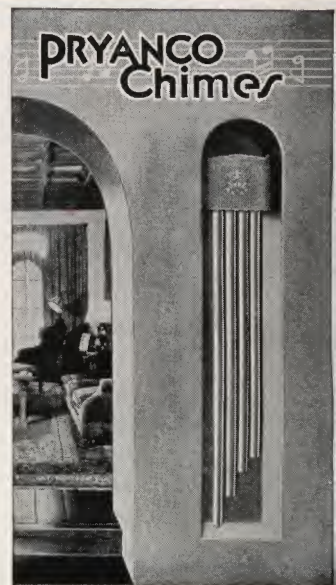
— swivels

May be swung to an angle either way. Locks securely in place—no "walking," no sagging when used.

High quality at moderate cost has characterized Pry-an'co Ironing Boards from the start. The sturdy mechanism still functions perfectly after years of service. Full length piano hinged door; handy drier rack which elevates to ceiling above door. Full width ironing surface.



Sold With or Without Drier Rack



BOTH TUBULAR & CONCEALED TYPES

FOR DETAILS WRITE TO PRYNE & CO., INC.

Greater Living Satisfaction!

ORIGINATED AND MADE BY
PRYNE & CO., INC.
 LOS ANGELES
 SAN FRANCISCO • SEATTLE
 CHICAGO • NEW YORK

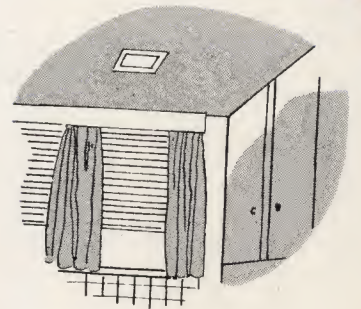
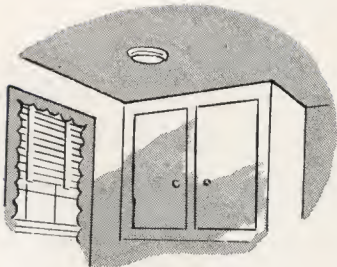
Pry-lite

FLUSH LIGHTING

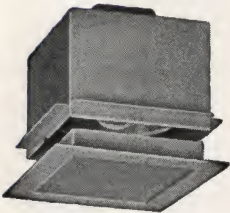
The tendency is definitely away from lighting fixtures which hang or project—Pry-lite "Flush Lights" are styled to fit modern needs in every room. They are built into the ceiling or wall, out of the way, out of sight except when in use.

Modern

Use both Mazda and Fluorescent lamps, both separately and in a variety of combinations.



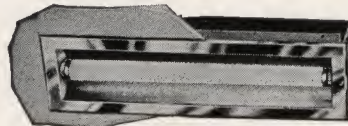
Made in a variety of sizes and shapes. Some absolutely flush; others slightly dropped.



Square
100 to 300 Watts



6" Round
A "Spot" for
Hall or Closet



Fluorescent
Single-Double-Cove

(Other New Designs Not Shown Here)

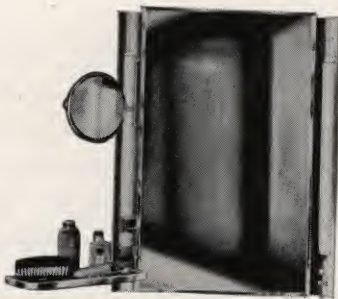


Round
With Drop-Glass

Illuminated Bathroom Cabinets

Just try this magnifying mirror

See this swing shelf



Real Bathroom Convenience

You've never known real shaving or make-up convenience until you have a Pry-an'co illuminated cabinet with magnifying mirror and swinging shelf. Both magnifying mirror and shelf swing back into cabinet when not in use, the shelf becoming the bottom shelf in the cabinet.

Quality

You'll be pleasantly surprised by the sturdy construction, the precision of the mechanical features, the double-thick door. The kind of a feature you will show to your friends with pride.

Simplicity

Simplicity is the keynote of this one-piece rounded corner cabinet. Special acid resistant, hi-heat baked enamel finish adds many years of extra service.



MAIL BOX
Brass or Aluminum

ILLUMINATED HOUSE NUMBERS

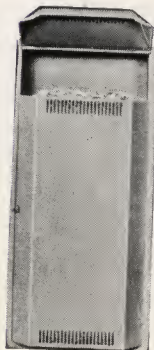


MILK BOX



Big Enough for a 2-Quart Bottle

CLOTHES HAMPER



50% extra capacity, due to Pry-an'co construction.

SHOE CABINET



The kind your shoes stay on. 48" high.

ANT-PROOF COOLER



Shelves revolve on aluminum bases. Divided bin at bottom.

"DORGRIL"



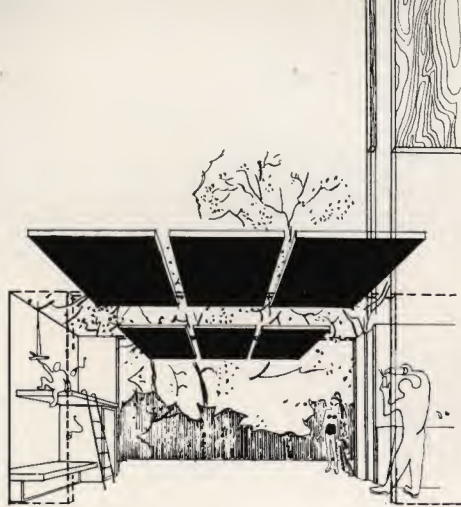
Simple, dignified designs—in a variety of finishes.



WHAT PRYANCO QUALITY MEANS TO YOU

Every article made by Pryne & Co. is mechanically correct—designed to work for many years. Passable appearance only is not sufficient. When spread over the life of a house, the difference between a good and an inferior product is but a few pennies. That small difference determines whether the user has bought satisfaction or dissatisfaction . . . The Pry-an'co Guarantee Seal is your assurance of lasting satisfaction.

Write for Catalogue or Use Postcard in Back of This Book



CALIFORNIA PLAN BOOK

PREVIEW FOR 1946

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THE COVER: A hundred ideas are contained in the front entranceway for the Santa Monica home designed by Architect Neutra (see Plan 26, page 49, for details). Here is indoor-outdoor living at its best. The front porch tile is continued in the hallway. The fish pond actually extends from the outside under the all-glass wall into the house. Considerable brick is used throughout the house, built under partial wartime restrictions. Through the house may be seen the enclosed patio and extensive lawn to the rear.

CALIFORNIA

and the Home of Tomorrow

HAVE you ever wandered along a country lane south of Portland, Maine, to the shores of the Atlantic at Two Lights, and cracked open one of those Maine lobsters—to the distant accompaniment of throaty (just like San Francisco!) foghorns? Then you will understand what we mean when we say that Maine is the home for lobsters in America. So, too, Portland, Oregon, is the lumber capital, the Carolinas are the tobacco center, Iowa has its miles of yellow corn, Texas its steers, Detroit its automobiles, Hollywood its movies and sport togs, and Virginia its Smithfield hams.

What we're leading up to is the fact that California today is the home center of America—and perhaps of the world. In 1939 the writer said in an editorial "California can be made to lead the world in the greatest percentage of happy home owners living in lovely small homes." Three years of travel for the Federal Government, in 45 out of our 48 states, has convinced the writer that today California *leads* America in the number and variety of lovely homes.

A world-renowned architect said the other day, "The lower and middle-class individual, in California, lives better, in a finer home, than any similar group in any state or country in the world." That is a pretty broad statement; but this architect has visited practically every foreign land, and has designed homes in most of them. He should know whereof he speaks.

We all talk about the "home of tomorrow." We conceive it as a "Shangri-La"—some never-to-be-reached ephemeral thing, for our children to build. It will have push-button gadgets, outdoor living, air conditioning and refrigeration and fast-freeze rooms.

Early this year the builders in the East and Middle West gathered in Chicago, and on exhibit were some prize-winning "homes of tomorrow." What were they like, you ask? Why, bless you, here they are; right in this book. California had started to build them before the war. Modern, Monterey, ranch house, outdoor-indoor living, Solar house, they're all here.

Here are your homes of tomorrow, in California today—world center for beautiful homes.

NOTE TO READERS: HOME BOOK PUBLISHERS does not sell floor plans. Potential builders who are interested in securing plans of homes reproduced in CALIFORNIA PLAN BOOK should contact the architect or builder direct, or write to HOME BOOK PUBLISHERS. Your letters will be promptly forwarded to the architects or builders concerned.



RINGS THE SUN INTO YOUR HOME

PANELRAY, the new gas wall heater, brings the sun into your home. The same healthful, infra-red rays by which nature warms the earth are radiated by the new PANELRAY to heat your home. Traveling with the speed of light, these radiant heat rays penetrate the entire comfort zone of a room and warm you *instantly*, from head to toe.

This ultra-modern PANELRAY method of radiant heating gives you heat that's clean and fresh, even and economical. A patented "Heat Trap" flue, exclusive with PANELRAY, captures the infra-red warmth for *your* comfort, allowing only waste gases to escape. That means the most heat for the least gas and rock-bottom fuel costs the year around.

PANELRAY may be installed in any room, upstairs or down. Dual units are also available for adjoining rooms and may be operated separately. Completely vented, streamlined and safe, PANELRAY enhances the smartest room decoration.

To get the complete facts today about tomorrow's radiant heating with the new PANELRAY, mail the postage-free card provided at the back of this book.

DAY & NIGHT MANUFACTURING CO.

MONROVIA • CALIFORNIA



for abundant HOT WATER

Be sure to install a DAY & NIGHT — America's finest water heater. The famous patented "Heat Trap," that actually forces more heat into the water, cuts your gas bills and gives you that second tank-full of piping hot water so speedily it will surprise you. . . . For abundant hot water night and day, insist on DAY & NIGHT America's finest.

When you buy land...

you will find *land ownership information, friendly service, and insured protection* awaiting you at the title company.



These notes were prepared for California Plan Book by Floyd B. Cerini, member of the State Bar of California and Executive Secretary of California Land Title Association, composed of 74 land title companies having 93 offices throughout California.

When you buy land—for home, ranch, or business, the step you are taking may be, to you, *the most important deal in a lifetime*. You want to be sure you have the right answers to questions such as these:

Does the seller really own the property, and can he legally convey title to you?

Will his deed to you actually make this land yours?

Are all rights and interests of others cleared, except those to which you agree your land may be subject?

What happens when you "go into escrow"?

While your real estate deal is being completed—while it is "in escrow"—you will have an impartial *stakeholder* to carry out all parties' instructions, and to hold safe all money and papers while ownership of the property is being transferred to you . . . and until the documents are officially recorded and the title insurance policy is issued.

What is title insurance?

Speaking in general terms, *title insurance* is a statement of who owns, and what other interests there are in, and what charges exist against, a parcel of land; with certain agreements written into a policy for the protection of all involved. The policy is an insured statement of the condition of the title.

Title insurance is *protection . . . insured security* against certain losses and lawsuit costs which you might some day face.

It is your safeguard from hazards against which your policy protects you—risks which, if you had no title insurance, might result in loss of the property for which you had paid.

From voluminous records, the title insurance company assembles essential facts about the land you are buying—brought down to the very date of your title insurance policy, which insures that the company's findings as to your ownership are correct.

The title company maintains a series of indexes covering every parcel of land in the county, to which are added, daily, new data from many public offices—city, county, state, and Federal District Court—so that it can give you a correct statement of the extent of your title on the particular piece of land you have bought.

What are the hazards insured against through an ordinary title insurance policy?

Through your title insurance company, you can insure against the danger of losses from possible expensive justified claims and from the costs for lawsuits, as provided for in your policy. These claims may be based upon a great variety of situations, ranging from as simple an error as a mistyping of some measurement figure in the description of your land, to outright forgery or other fraud.

Is title insurance costly?

The service and protection provided by the title company are charged for at but a small fraction of the value to those who are benefited.

Considering the *insurance* features of California Land Title Association companies' service, plus the fullness of their examining practices, the customer gets more for his money here for comparable service than elsewhere in the United States; and—

Title insurance differs from other forms of insurance in that it is not on an annual premium basis. Any one policy, in general, is *paid for only at the time it is written*, and *remains in force* while the property stands in the name of the owner, or his heirs, or others to whom he may will it.

How long will it take to insure the title?

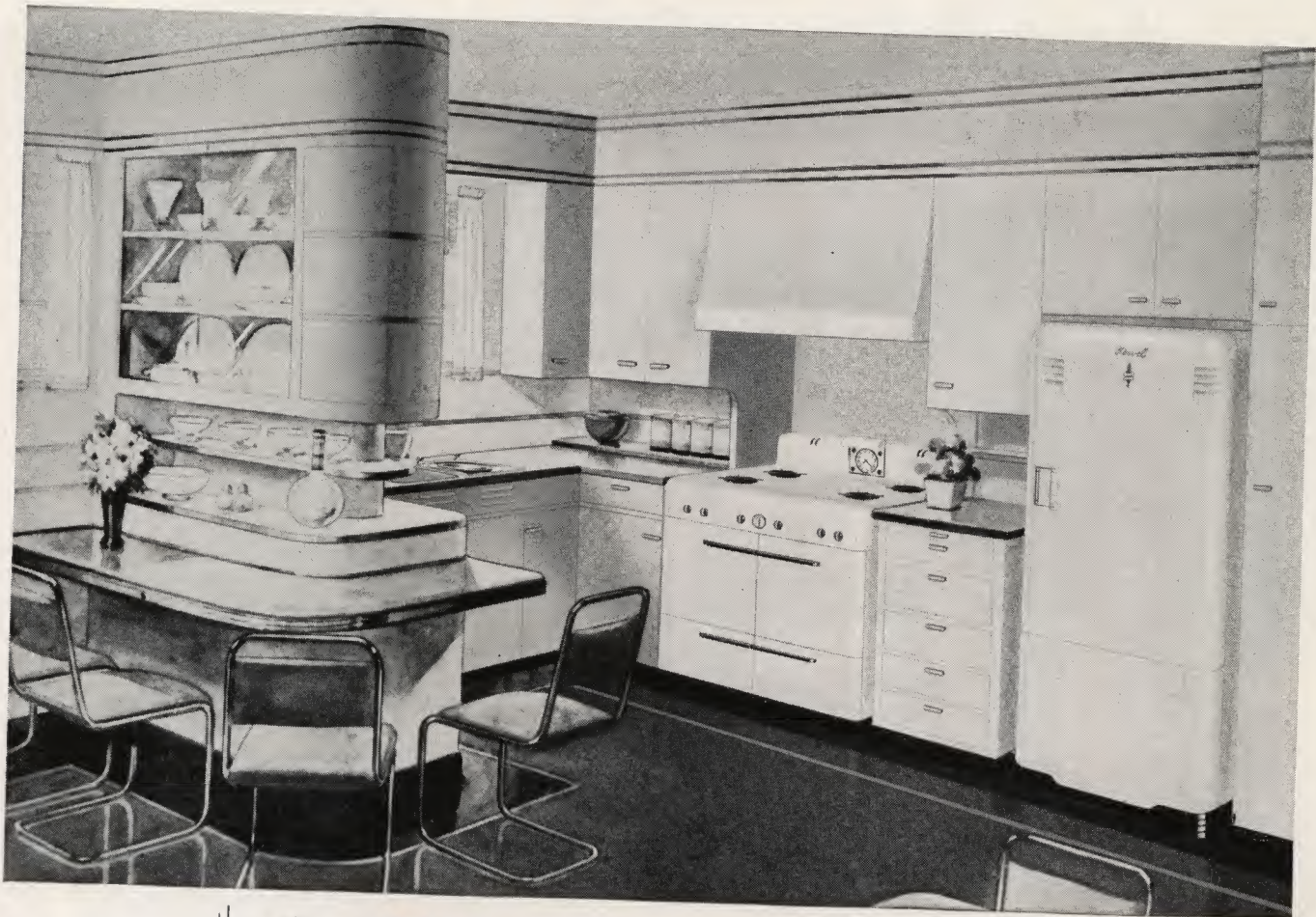
That depends. Long experience enables the title company to assemble, to examine thoroughly, and to interpret property records efficiently and speedily.

In some searches, all documents can be promptly approved; in others, painstaking study and analysis are required to safeguard your interests.

The title company prepares your title insurance policy as quickly as permitted by the circumstances in your particular case.

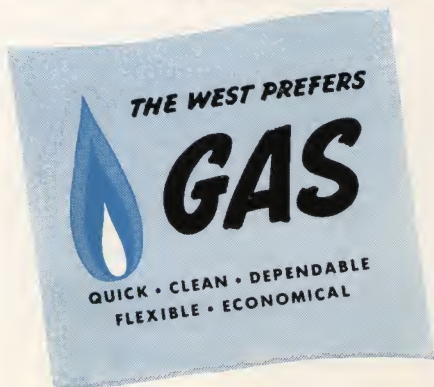
Information about Title Insurance

If you have a question about protecting your real estate investment while your deal is in progress, or by insuring the ownership of your property, see your local Title Company.



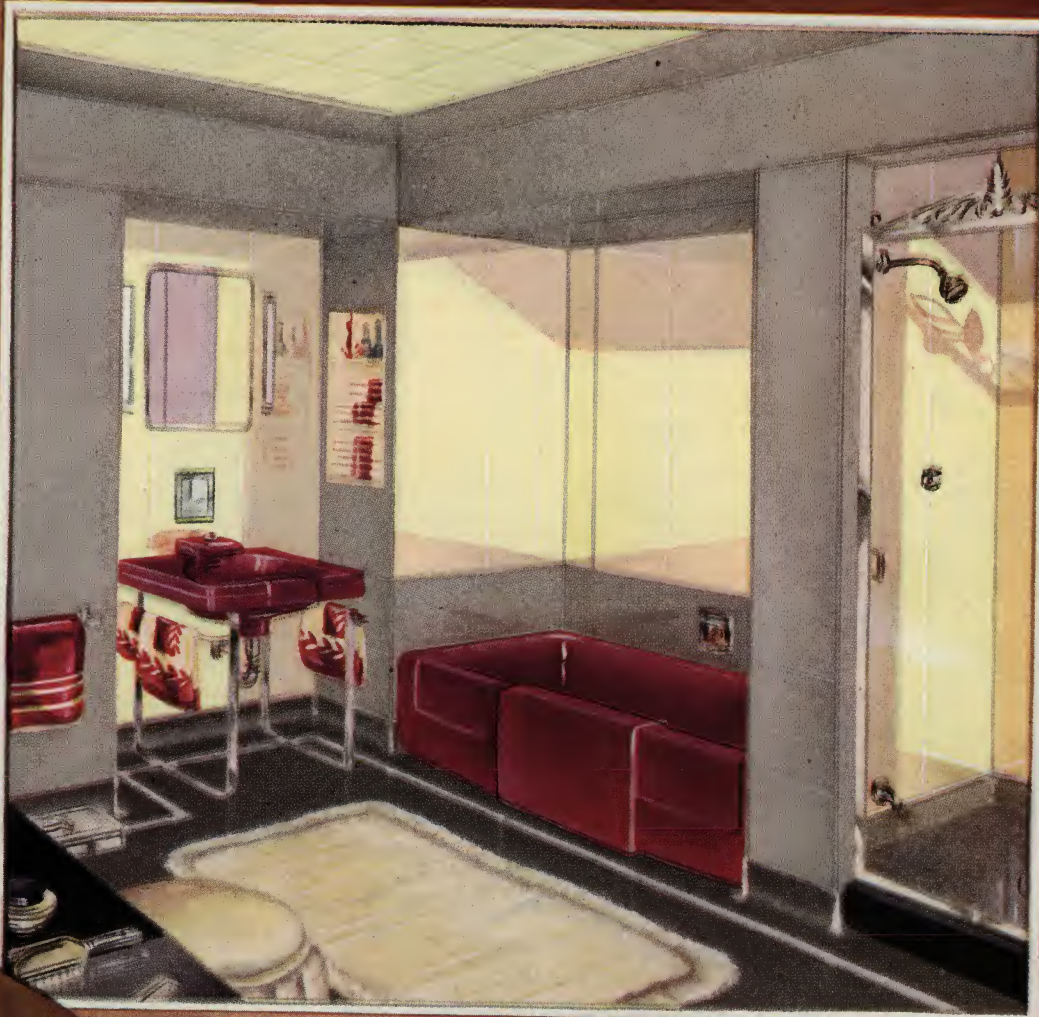
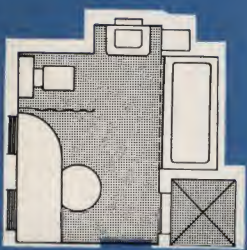
“A Heap o’ Living” can be enjoyed in an all-gas kitchen like this

“Livability” is a word that looms larger than ever in the minds of home planners today. That architects and builders recognize this fact is shown by the thought they give to comfort and convenience . . . to making each room *practical* as well as beautiful. ★ Here is a practical kitchen . . . designed for step-saving and efficient “assembly-line” handling of food . . . which is also *enjoyable* (and who would have considered *that* an important factor in kitchen design a generation ago?) The gas range and refrigerator form an integral part of the ensemble. And we may assume that a home so thoughtfully planned as to food-preparation and serving would also have gas-fired hot water service, heating and air conditioning. All-gas equipment just naturally fits in with the modern conception of *living*, and the “new freedom” it implies. ★ Consult your own gas company.



Lasting Beauty . . .

Colotyle plastic-coated wall sheets adapt themselves to any bathroom design, adding bright cheerfulness with its deep, naturally lustrous surface. In this illustration, Jonquil Yellow combines with Pearl Grey, with Jonquil ceiling sheets to complete the picture.



IN KITCHENS . . . TOO!

Colotyle plastic-coated wall sheets are ideal for kitchen walls, too, because they are not only brighter, but also more easily maintained. Cooking smoke, steam and odors will not take away from the natural lustre of its plastic-coated surface.

Naturally Lustrous **COLOR**

Colotyle plastic-coated wall sheets are designed for Western living. The delicately tinted pastel tones are more typical of our expansive style of living than the heavier, more drab colors. Because the colors are fused to the surface under high heat, they are far more resistant to fading and spotting. They will not dull with the years the way paint or enamel will. Your bathroom will have the same "new" look every day, not for the few months just after painting.

In Colotyle, you get a wide range of colors to suit your own decorating tastes. The simple straight-line scoring is modern, in good taste, and will remain modern as long as the fixtures themselves. For sheer beauty, Colotyle is unmatched in any other wall material.

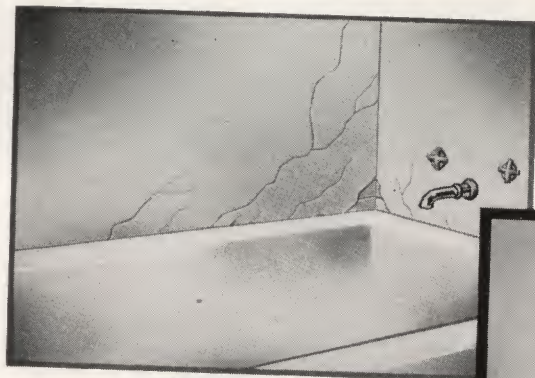
COLOTYLE . . .

TRADEMARK REGISTERED U.S. PAT. OFF.

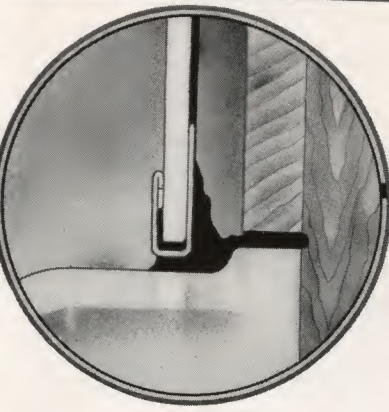
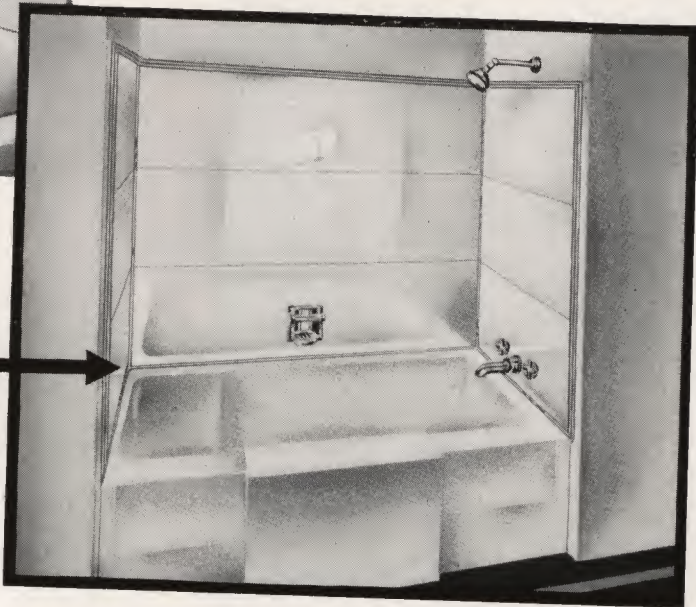
. . . the Original

and PROTECTION !

IF COLOTYLE were not so beautiful . . . but only provided the protection that it does for bathroom walls, it would be worth every cent it costs. Because each sheet covers the entire wall width, it is not affected by foundation settling, and can show no cracks. Specially engineered features to make the walls water-tight prevent any water seepage to foundation structure, and the ensuing rot which other materials cannot avoid. So, for sheer beauty . . . and sure protection . . . specify *Colotyle Plastic-Coated Walls* for your bathroom.



These cracks are danger signals. Water coursing down the walls from the shower head uses these cracks as avenues to get behind the walls, attacking and rotting lath and studding. This is not possible with Colotyle.



Colotyle's Tub-Rim Seal PREVENTS WATER DAMAGE

MAY BE INSTALLED OVER OLD WALLS

Even if you don't plan to build, but want the beauty and protection of Colotyle walls in your present home, you can have it! Colotyle wall sheets may be installed over any old wall provided it is sound. The cost is reasonable, and installation takes but a very short time.

The makers of Colotyle plastic-coated Wall Sheets were first to introduce the Tub-Rim Seal, a scientifically engineered joint between the bathtub and wall with stainless steel moldings and elastic mastic which defies settling, expansion and contraction, lumber shrinkage and other causes of wall cracks. Even moderate earth tremors have not broken this seal. With Colotyle on your walls, water spray or splash stays where it belongs, and there is no chance of hidden water damage. This is just one of the many features engineered into a Colotyle installation for SURE protection.

COLOTYLE CORPORATION, 700 Mercer Street, Seattle 9, Washington

PLASTIC COATED



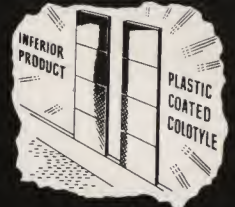
The natural lustre of Colotyle is like the rich, deep lustre of genuine bone china.

EASILY CLEANED



A damp cloth is all you need to keep Colotyle walls clean and fresh.

NO REFLECTIVE DISTORTIONS



Colotyle forms its own flat plane, eliminating any distortions in reflection.

ECONOMICAL



If you figure the cost of regular repainting, you will find that Colotyle pays for itself in just a few years, yet never dulls, like paint or enamel.

lastic Coated Wall Sheets



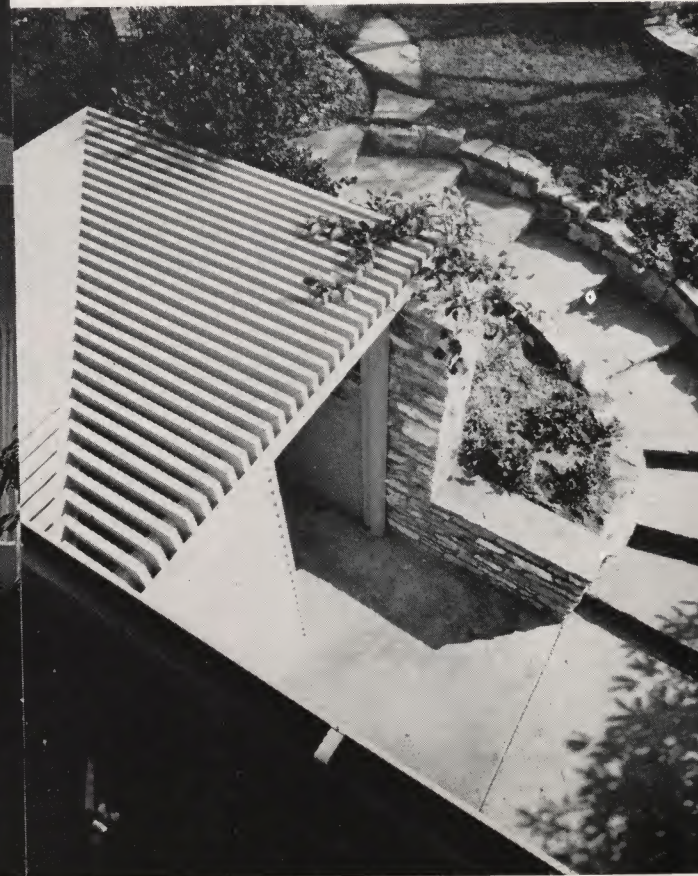
Photos: Shulman

Above one glimpses the view of Beverly Hills and the Los Angeles area. Porches, terraces and walks are stone.



To the left is a portion of the large sun room which opens to the circular patio. In the lower left is a view of the living room with its curved windows, brick fireplace and oak block floors.

Below is an interesting photographic study of one of the entranceways.



Plan 1

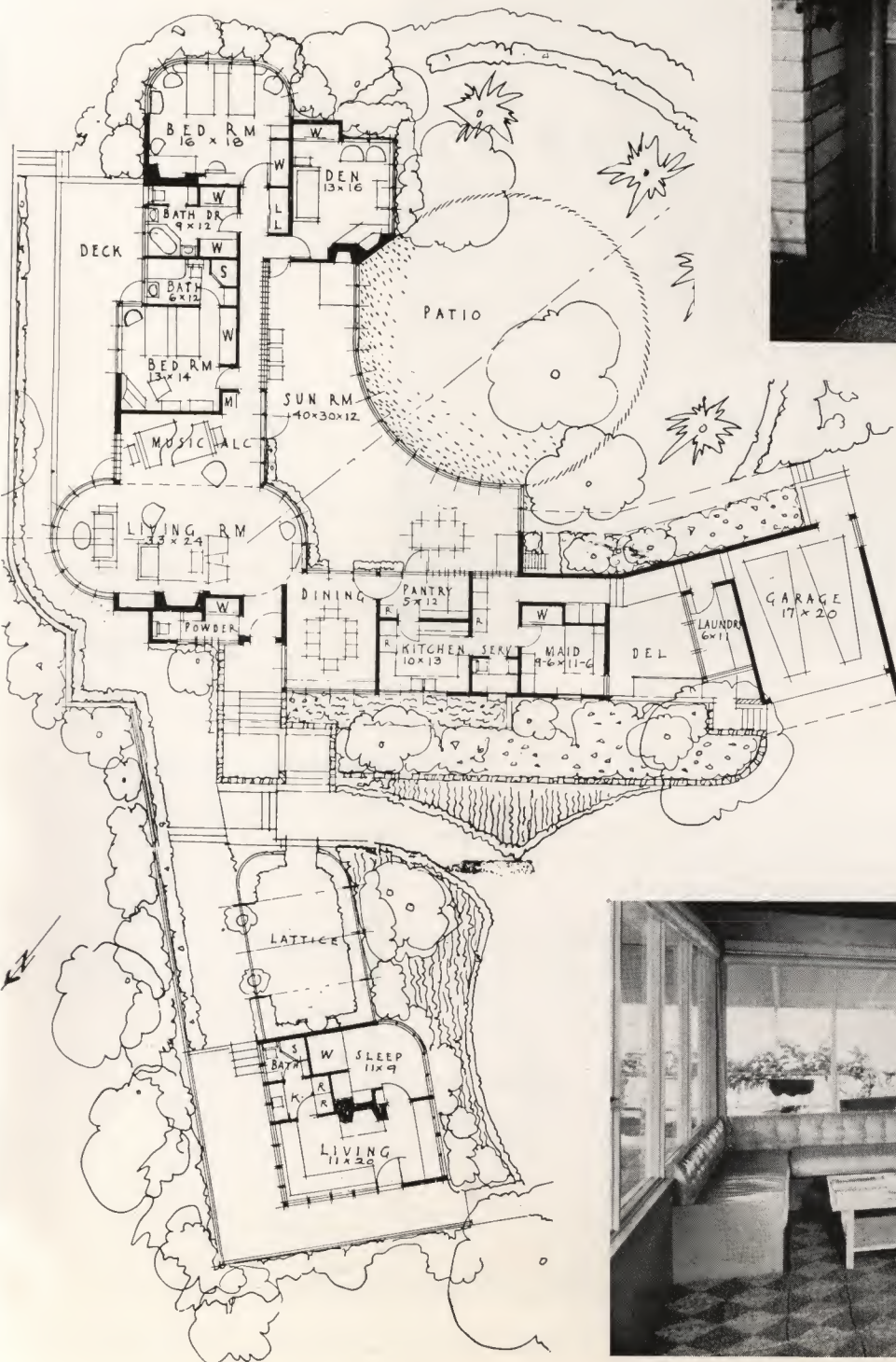
Beverly Hills

FREDERICK MONHOFF
Architect

WALTER DANIELS
Builder

On these two pages are a few of the many beautiful photographs of the home for Opera Star Lauritz Melchior, submitted to the editors by Mr. Monhoff. It is with keen regret that paper limitations make it impossible to devote more space to this home, and to a number of others, where the photography, design and planning are an inspiration to all home lovers.

The house is built on a crest of the hill, with the living room oriented for a view in two directions: to Mt. San Antonio in one direction, and Catalina Island in the other. The open plan permits much outdoor living, and the living room is especially adapted to recitals and musicals. The house only (excluding porches and garage) contains approximately 2,100 square feet of floor space.



Plan 2 Guest House

At the lower part of the floor plan to the left will be noted the plan for the guest house. The picture above shows a portion of the sleeping room, and below is the cheerful, practically all-window living room.

The guest house has been provided with a separate small kitchen and bath, so that friends on a visit may prepare a snack late at night, or an early breakfast without disturbing their hosts.





Plan 3 Palo Alto

MORGAN STEDMAN
Architect

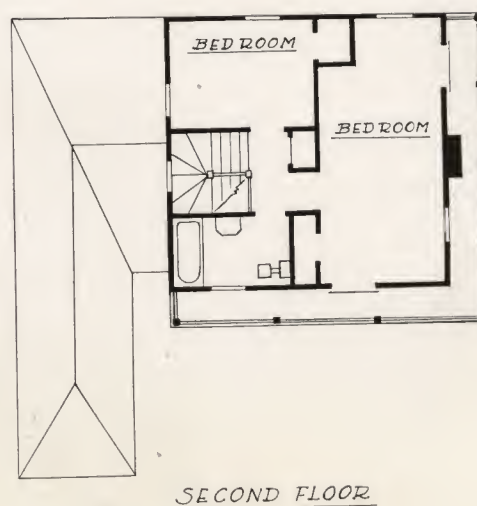
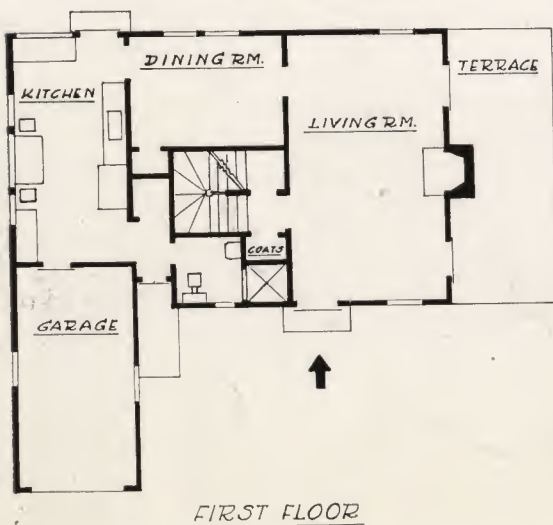
Can't you just vision an Early California caballero in the garden, and to the accompaniment of his guitar, crooning sweet nothings to his senorita on the balcony? To bring the story up to date, you might well envision hundreds of dollars taking flight to make such a beautiful, hand-made iron railing for this Monterey Colonial home.

Well, architects are ingenious people, as Mr. Stedman has proved. The rail is part of an old bridge. When mischievous youth stole part, painted wood was substituted in one section. At a cost of \$9,600, monthly payments would be about:

\$80.⁹²

The plan is excellent for a compact, two bedroom house, adaptable to three bedrooms. The living room has direct access to the garden. The house was built for Mrs. William A. Stedman.

The exterior was finished in stucco, with tile roof. Porches and walks are brick. The interior has painted wood casings throughout. Hot water heating is by Day & Night, building paper from Sisalkraft.



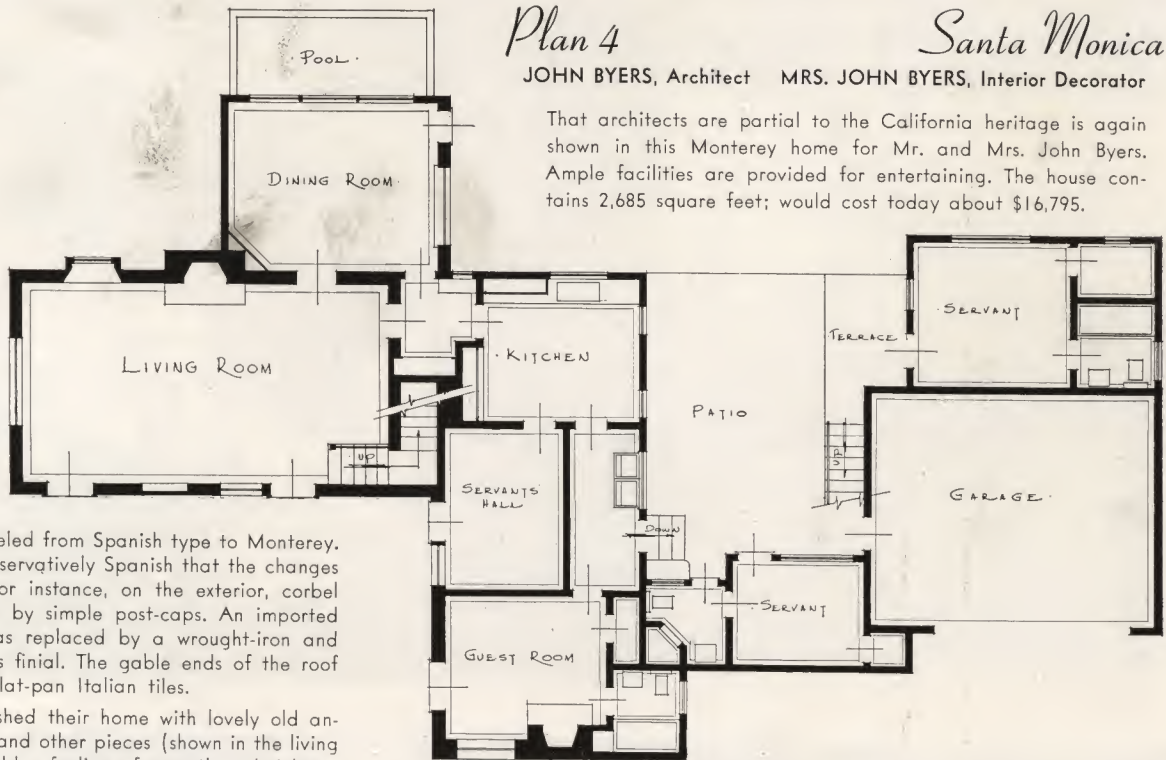


Plan 4

Santa Monica

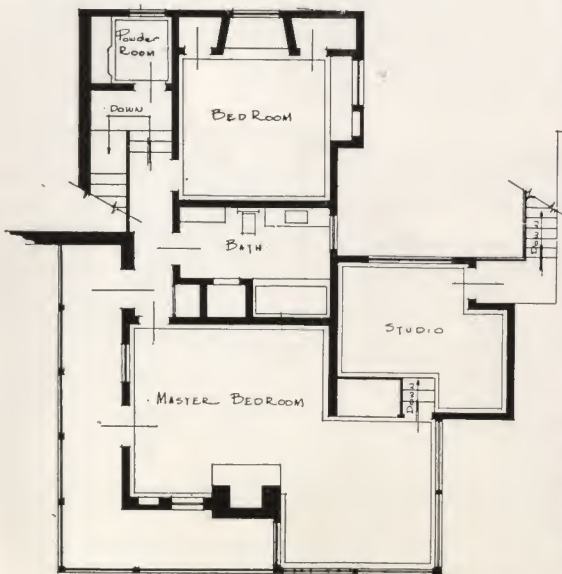
JOHN BYERS, Architect MRS. JOHN BYERS, Interior Decorator

That architects are partial to the California heritage is again shown in this Monterey home for Mr. and Mrs. John Byers. Ample facilities are provided for entertaining. The house contains 2,685 square feet; would cost today about \$16,795.



The home was remodeled from Spanish type to Monterey. The house was so conservatively Spanish that the changes were easily made. For instance, on the exterior, corbel blocks were replaced by simple post-caps. An imported wrought-iron gate was replaced by a wrought-iron and brass gate with brass finial. The gable ends of the roof were modified with flat-pan Italian tiles.

The Byers have furnished their home with lovely old antiques. Chairs, piano and other pieces (shown in the living room to the right) add a feeling of warmth and richness in keeping with the design of the house.





Plan 5

Hollywood

RICHARD J. NEUTRA
Architect

ERIC NELSON
Builder

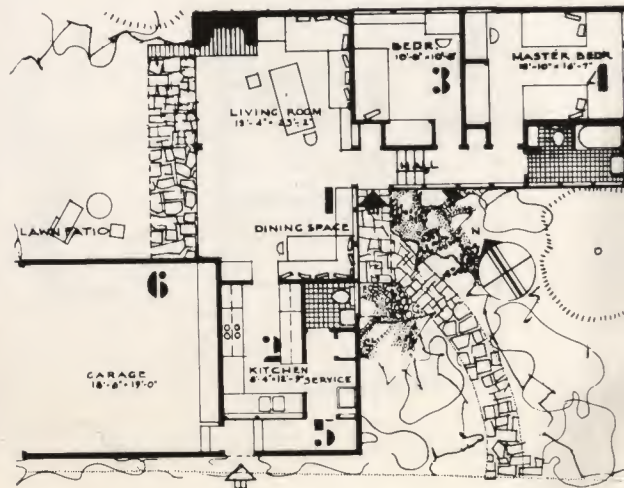
Nowhere in the world is there found such a variety of architecture as in California. Proof of this is found in contrasting the Monterey Colonial designs on the two previous pages with the modern designs shown here. Both types of architecture definitely have their place in tomorrow's scheme of living. It is up to the individual to choose.

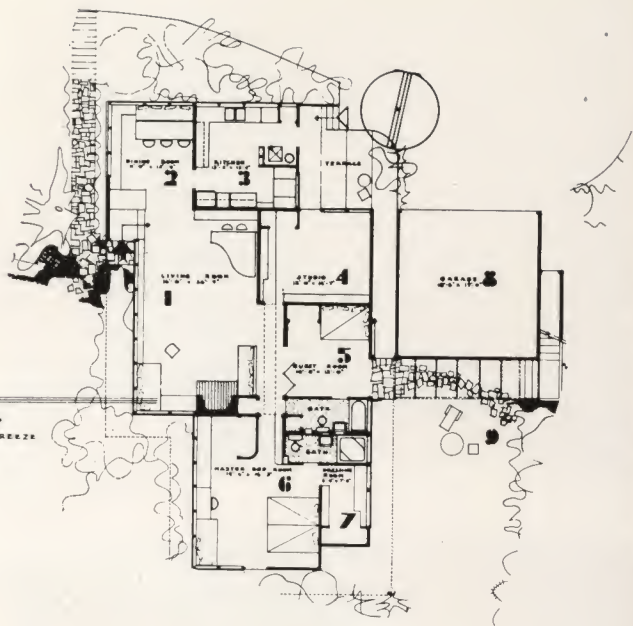
To the profession, Mr. Neutra needs little introduction. To the layman, it should be mentioned that Richard Neutra is considered one of the first and leading exponents in the world of modern design for twentieth century living.



This home cost about \$9,000, and contains 1,500 square feet. Above are pictured the sliding doors opening to the patio, while to the left is the fire-place in the living room. Below (1) living-dining room, (2) kitchen with bath, (3) den convertible into guest room, (4) master suite with bath, (5) service quarters. Monthly costs would be:

\$76.04





(1) Living quarters with westerly view windows over the ocean, (2) dining bay (3) service quarters and kitchen, (4) studio with shaded terrace, (5) extension of living room, easily converted into a guest room with bath, (6) master suite with dressing room and private bath, (7) lady's dressing room, (8) double garage, (9) landscaped patio with open stair to garden terrace over garage (see picture below).

Photos: Shulman



Plan 6 Palos Verdes

RICHARD J. NEUTRA, Architect

This home was shop fabricated in welded light metal units. Because of certain structural regularities necessary in the manufacture, the architect designed the interior treatment to relax this uniformity. Plate glass, steel frame and neutrally painted sanitas walls are materials most in evidence, which are supplemented by natural birch built-ins and furniture, a well padded high pile broadloom of gray, deep brown upholstery goods, and gold and tan unbleached window drapes.

Curtains slide in a continuous ceiling slot along the extensive glass fronts, which open to a magnificent panoramic view over the expanse of the blue Pacific, and the blooming vegetation in the foreground.

Cost of the house today would be \$14,000 (contains 2,080 square feet), which would call for monthly payments of about:

\$118.20



Plan 7

Newport Beach

AUBREY F. ST. CLAIR, Architect

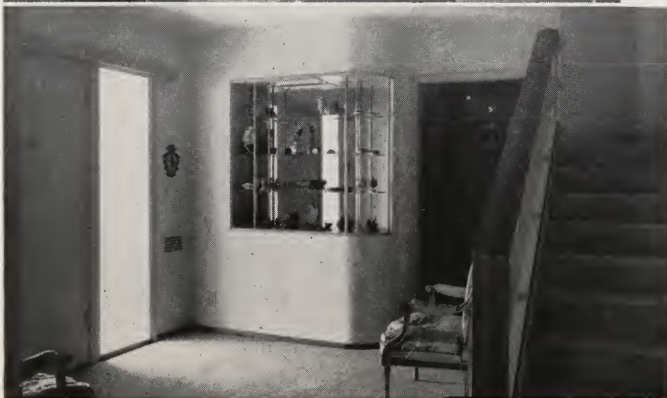
There were so many interesting photographs and features to the house and guest cottage appearing on these two pages that frankly the editors didn't know which to choose first.

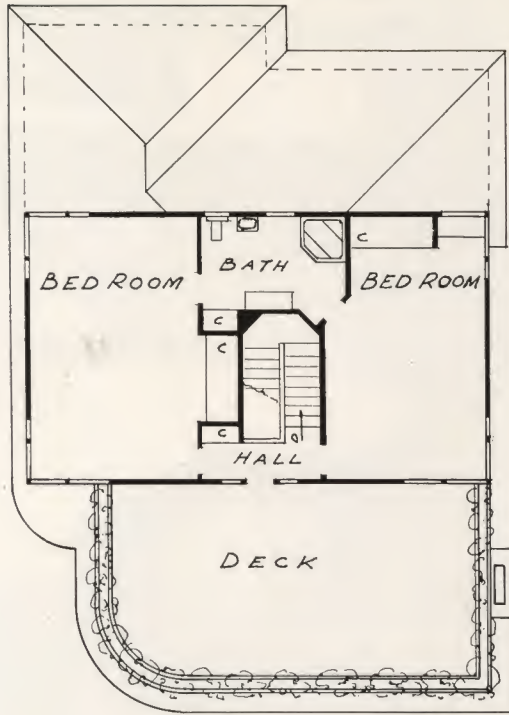
The Ponderosa knotty pine living room (below); the fascinating front entranceway (lower left); the corner tub and combination glass enclosed shower, the electric Thermador long radiant heater and the flush lighting, all in the bathroom (left); these are only a few of the hundreds of ideas that were built into the house by Mr. St. Clair. (The floor plan is on the opposite page.)

The house is on the Palisades at Corona Del Mar, overlooking the Pacific. Decks and corner windows take advantage of the view up and down the coast.

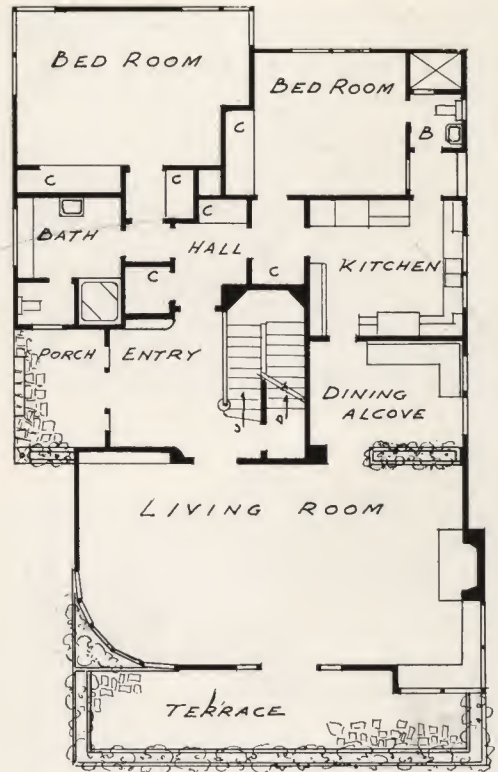
The main house contains 3,400 square feet of floor space, costs about \$16,000 to build. Monthly payments would be:

\$135.11

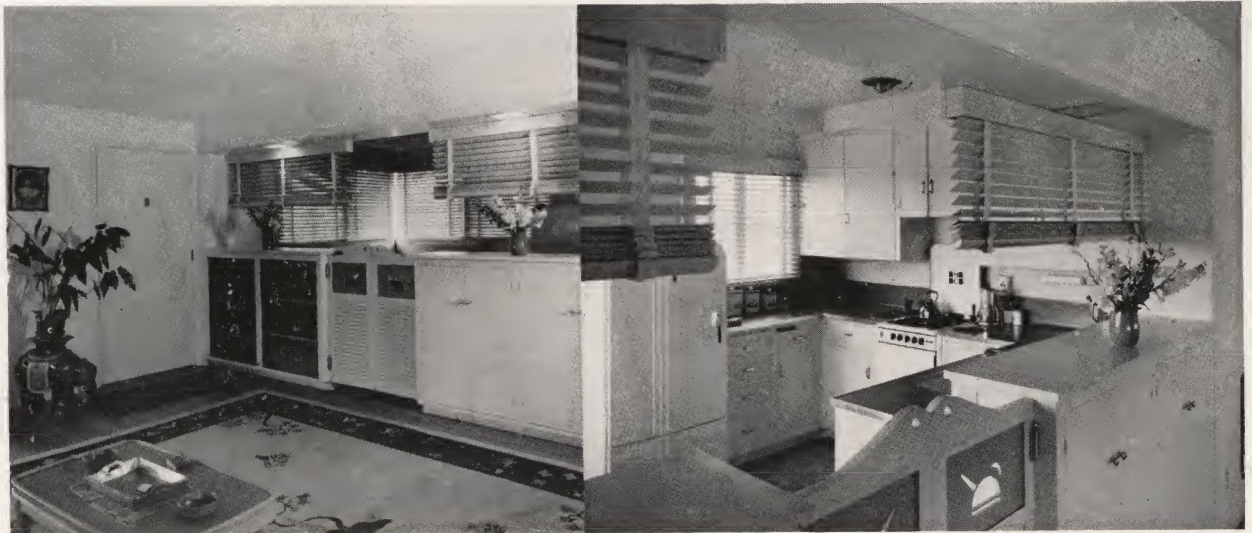




SECOND FLOOR



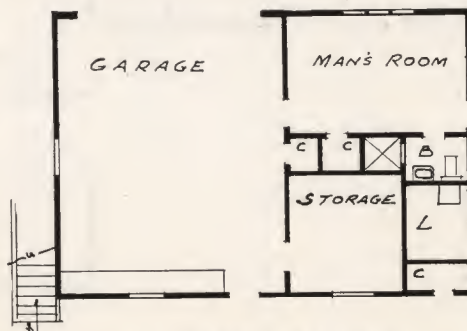
FIRST FLOOR



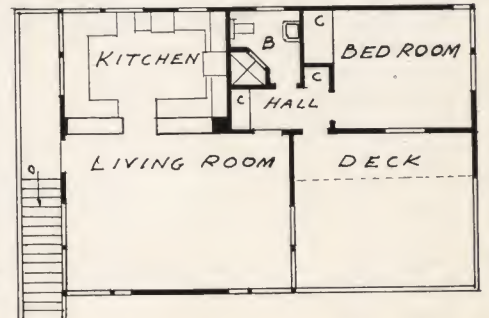
Plan 8 Guest House

The guest house has some interesting innovations for those who plan to build a small house, for guest or summer cottage. Above are two views of the living room-kitchen. Venetian blinds can close off the kitchen if desired. All equipment is compact, suitable for a small furnished apartment. Cost of this guest unit was about \$7,200 (1,500 square feet), which would require monthly payments of:

\$59.80



FIRST FLOOR



SECOND FLOOR

Plans 9 and 10

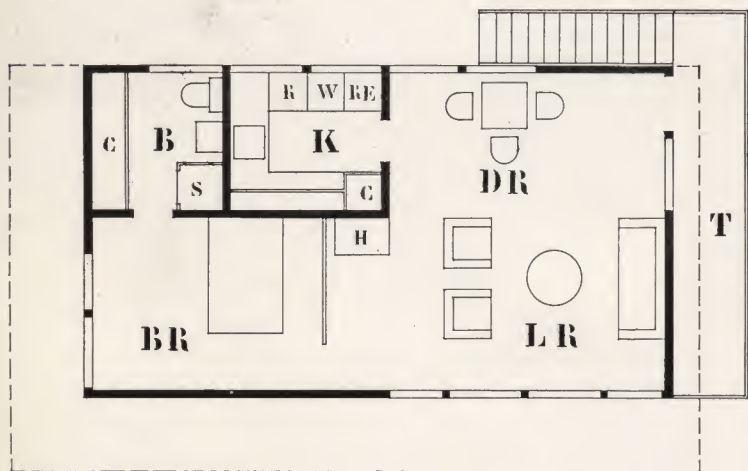
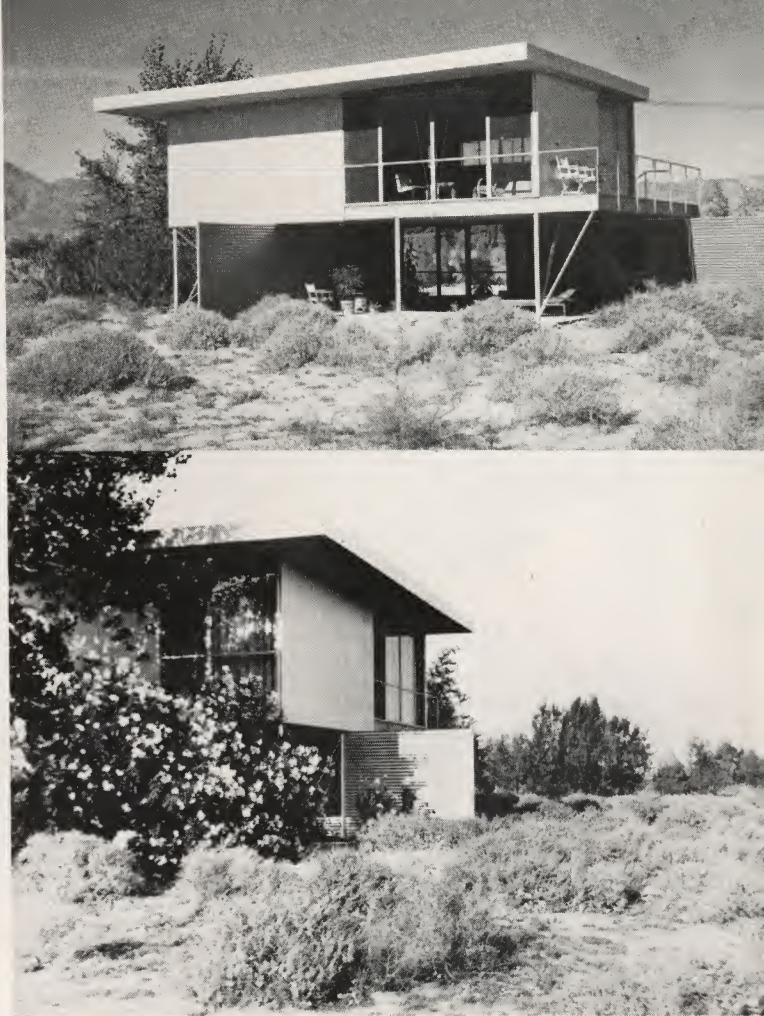
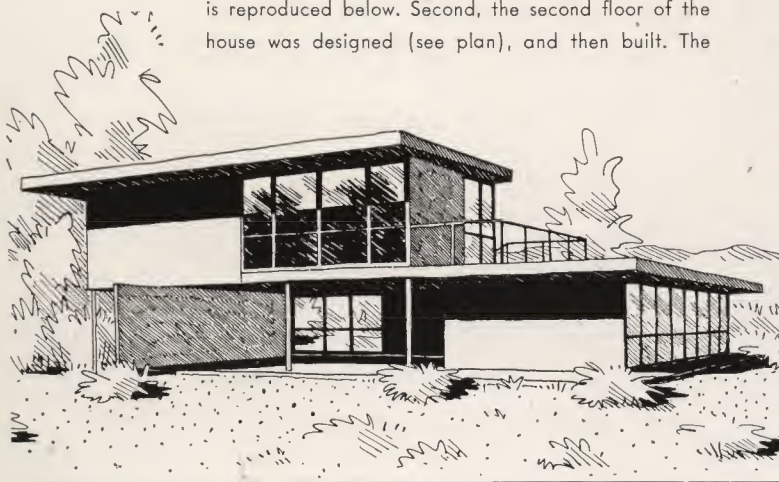
CLARK & FREY
Architects

Palm Springs

WILSON & SORUM
Builders

On these two pages are three interesting studies built in Palm Springs, California's desert playland.

The house pictured on this page was designed for Mr. Clark's own use, and illustrates how a home builder can plan his house to live in one section now; and then later add another section. First, the architect made the completed sketch, which is reproduced below. Second, the second floor of the house was designed (see plan), and then built. The



2ND FLOOR

SYMBOLS

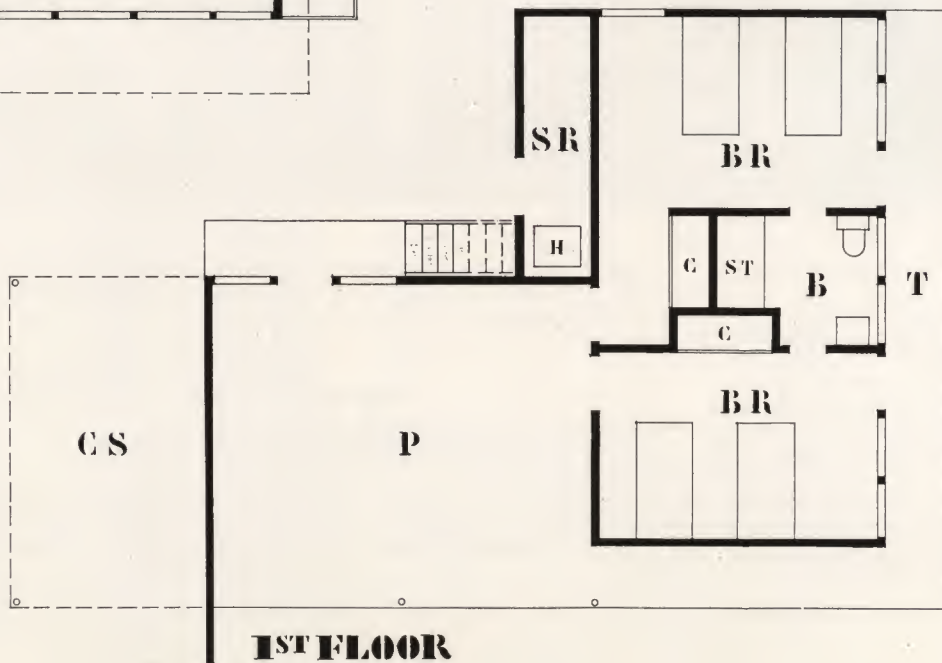
- B bath
- BR bedroom
- C case work
- CS car shelter
- DR dining-room
- GR garden room
- H heating & cooling unit
- K kitchen
- LR living room
- P porch
- R range
- RE refrigerator
- S shower
- ST shower & tub
- SR storage room
- T terrace
- W water heater

photographs show the completed portions of the second floor.

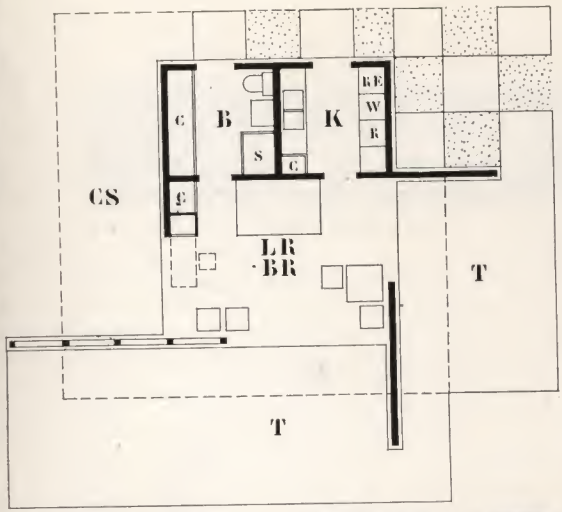
Yet to be added are the two bedrooms and bath, the plan for which is shown at the bottom of the page (1st floor).

The exterior wall facing is of corrugated sheet steel. The house is all-electric, with heating, range and water heating by Thermador. Cost was \$4,500 (900 square feet), so monthly payments would be:

\$37.16



1ST FLOOR



ORIGINAL UNIT FT.



Plan 11

CLARK & FREY
Architects

Palm Springs

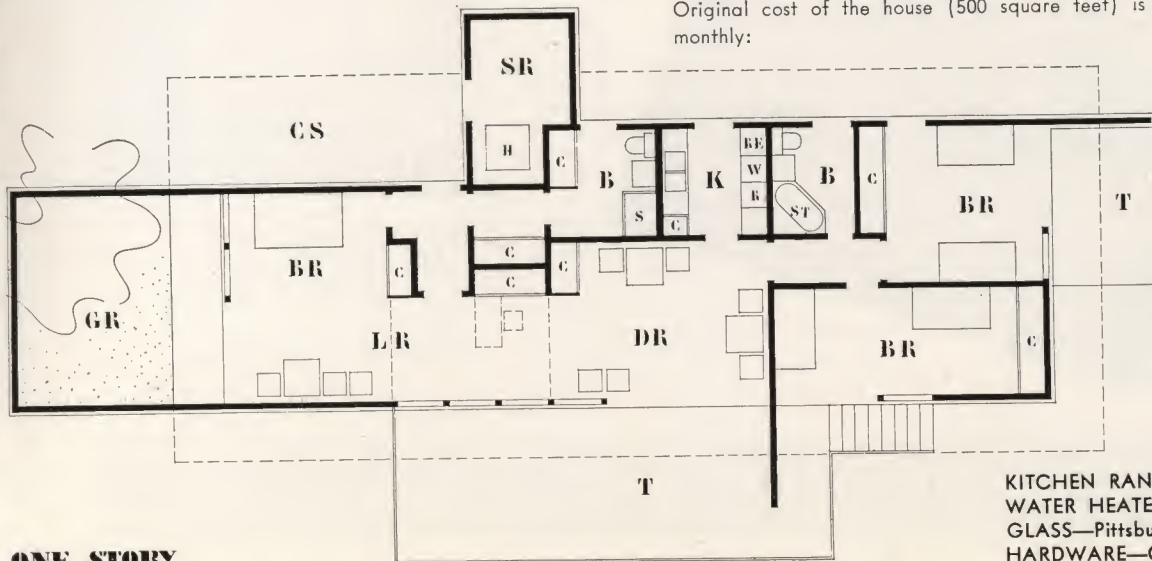
WILLIAM MARTE
Builder

On this page is another practical solution for the family that wants only small, essential living quarters now—to add to later. At the top is the original, livable unit, while at the bottom of the page it will be noted that the bath and kitchen remain unchanged, but the living-bedroom has been easily converted to a dining room. Other additions are apparent from the plan.

Pictured above is the view from the living room (below sea level) to the snow-capped San Jacintos, which rise to over 10,000 feet in the distance. Below that is pictured indoor-outdoor living, and to the left a clever desk arrangement that can easily be folded into the wall.

Original cost of the house (500 square feet) is estimated at \$3,000, or monthly:

\$24.82



Construction Outline

- EXTERIOR SURFACE—Corrugated iron and asbestos cement board
- ROOF—Composition
- INTERIOR—Flex-board, Johns Manville
- LIGHTING—All Fluorescent
- HEATING—Electric, Thermador

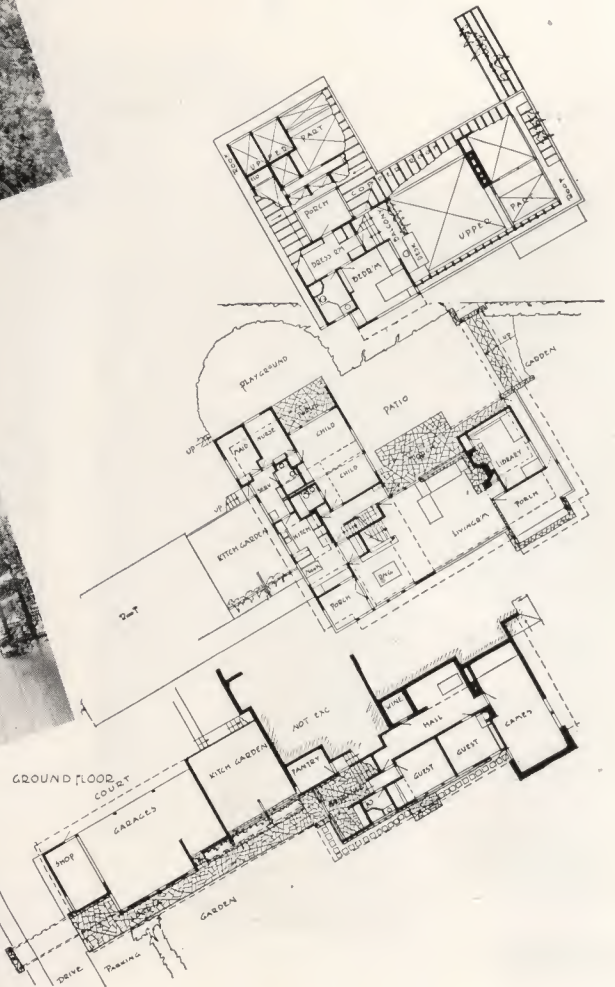
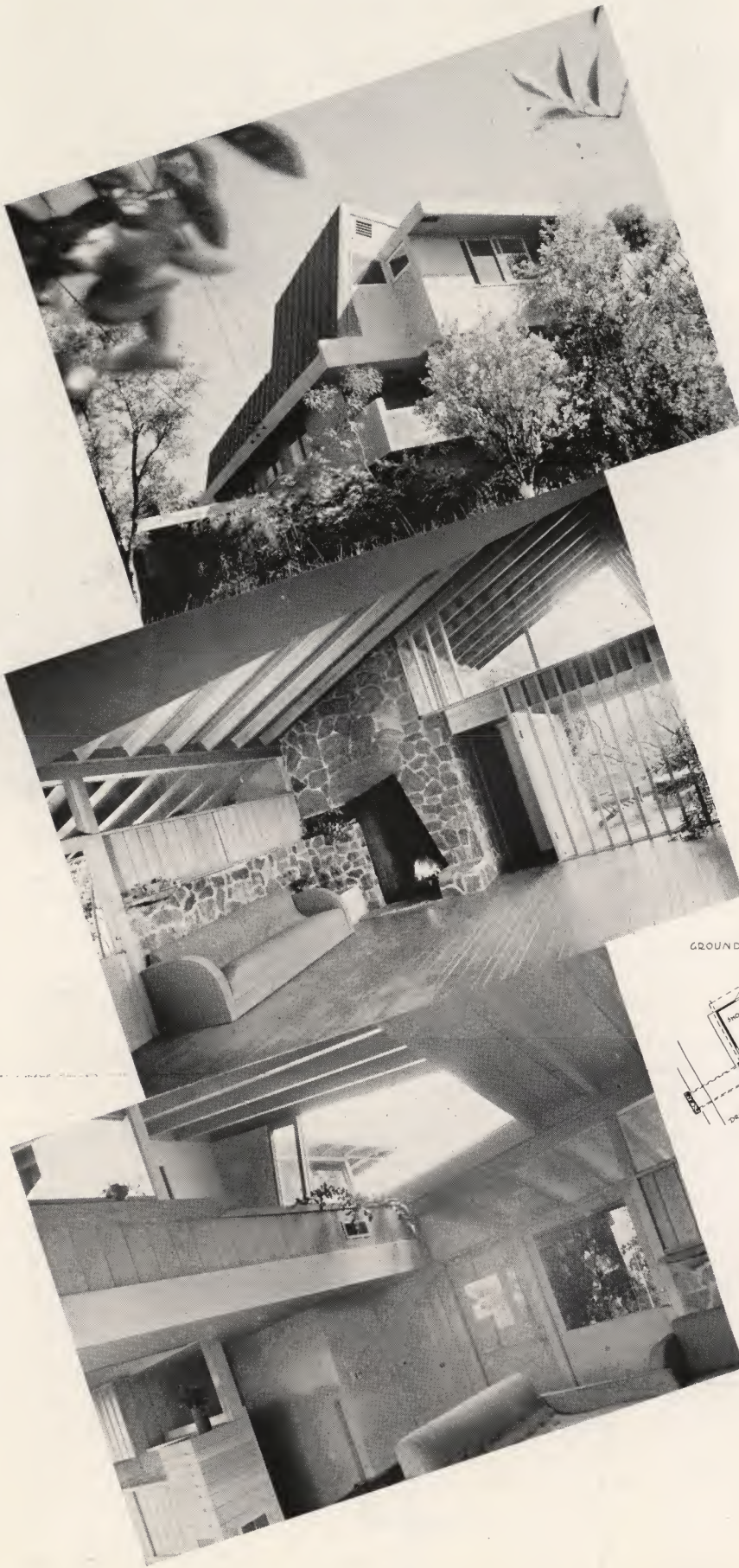
- KITCHEN RANGE—Electric, Thermador
- WATER HEATER—Electric, Thermador
- GLASS—Pittsburgh plate glass
- HARDWARE—Chrome finish

ONE STORY

Plan 12 Canoga Park

R. M. SCHINDLER, Architect

Mr. Schindler designed this residence for the family of a motion picture actor, on the outskirts of Los Angeles. It is a country house with dramatic accents, in keeping



with the owner's profession and social life. The children were housed in a separate wing, which can, however, be supervised from the main bedroom.

The house is frame construction, with stucco wall finish and exposed wood ceilings. Blue green stone found locally was used for fireplace and some floors. The roof is copper, and a system of gutters was designed to handle the run-off, as copper stains stucco. The interior is Douglas Fir, stained a greenish yellow.

The house contains 4,400 square feet, and would cost between \$26,000 and \$28,000 to build today.

Things you'll want in your new home...

A few simple touches of glass can make a tremendous difference in the charm and livability of your new home. Glass is so smart-appearing, so useful, and so inexpensive that its use in a few extra spots in new homes has become definitely "the thing to do" these days.

Whether you plan to build or buy, you'll want your new home to include several attractive uses of glass such as those shown on this page. Consult your architect. And we suggest that you sit down . . . right now . . . and fill in the coupon below for your free copy of our book showing more ideas for using glass smartly and inexpensively.



In Your Bathroom. Walls of Carrara Structural Glass make your bathroom a thing of beauty and a joy forever! Polished reflective surfaces. Soft, mellow colors. Easy cleaning with a damp cloth. And *no* loss of beauty or smartness with age. Wide selection of colors.

*A little extra
GLASS means a
lot of extra charm*



In Your Bedroom. A full-length door mirror of genuine Pittsburgh Polished Plate Glass is one thing *every* home should have. It shows you how you look from head to toe. But don't be satisfied with a skimpy mirror—be sure it's full-length and covers most of the door area, as shown.



In Your Living Room. A lovely Plate Glass wall mirror "makes" the room. It repeats the warm color-tones of drapes and furnishings. Multiplies light and cheerfulness. And makes your living room seem not only twice as *big*, but twice as *modern*.

"PITTSBURGH"
*stands for Quality
Glass and Paint*

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FREE BOOK**

A fully illustrated booklet of smart, inexpensive ideas for the use of glass in your new home, together with simple, easy-to-follow installation instructions.

Pittsburgh Plate Glass Company
2184-5 Grant Bldg., Pittsburgh 19, Pa.

Please send me, without obligation, your free book entitled, "A Little Extra Glass Means a Lot of Extra Charm."

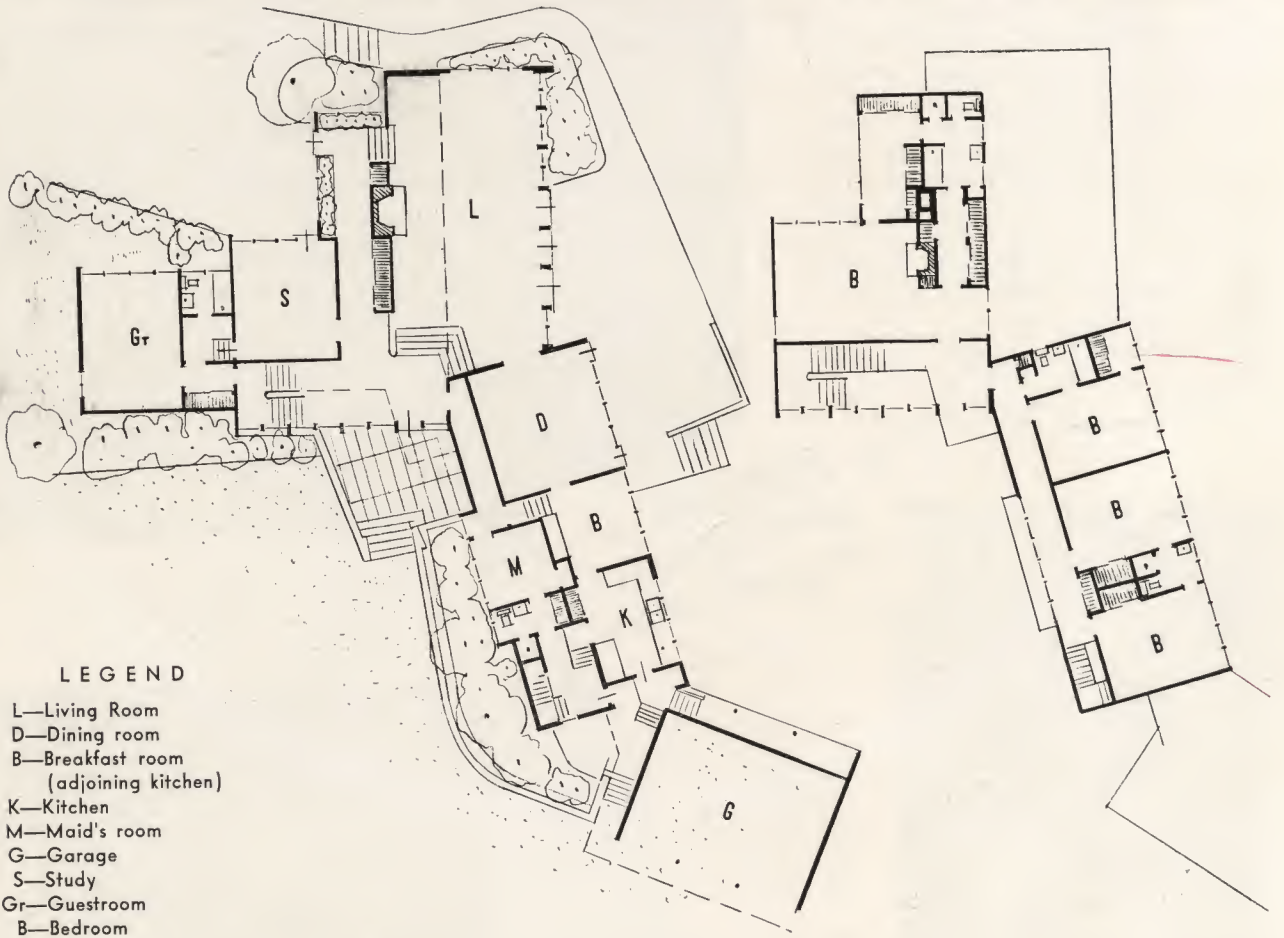
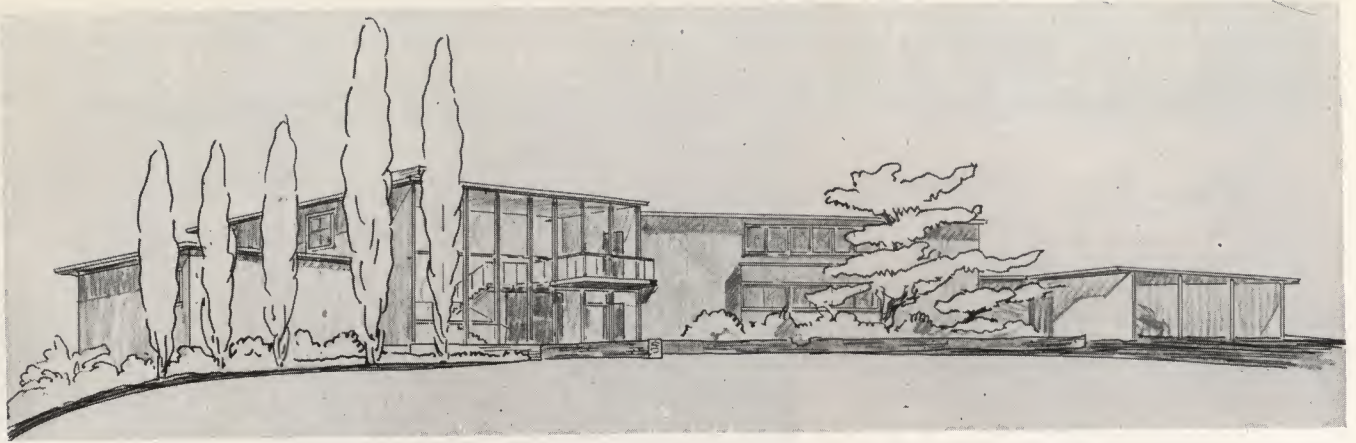
Name _____

Address _____

City _____ State _____



PITTSBURGH PLATE GLASS COMPANY



LEGEND

- L—Living Room
- D—Dining room
- B—Breakfast room
(adjoining kitchen)
- K—Kitchen
- M—Maid's room
- G—Garage
- S—Study
- Gr—Guestroom
- B—Bedroom

Plan 13

Marin County

J. FRANCIS WARD and JOHN S. BOLLES, Architects
GARRETT ECKBO, Landscape Architect

The plan pictured above, designed for the owner to build in Marin County at a later date, has the "house of tomorrow" theme throughout. The architects have an exciting creation, worthy of

careful study. Today's estimates of costs, to include features outlined below, would run about \$8 per square foot. Note the large living room, and extensive use of glass.

CONSTRUCTION OUTLINE

TYPE OF CONSTRUCTION—Reinforced concrete 1st floor; frame and steel above

EXTERIOR SURFACE—Redwood T. & G. and concrete blocks

FLOOR COVERINGS—Asphalt tile in service areas; ceramic tile in baths; hardwood in living, dining and small bedrooms; cork-tile in master bedroom

INSULATION—"Kimsul" by Kimberly Clark. Blanket sound insulation

ROOF—Tar and gravel

HEATING—Forced air over hot water convectors with summer cooling. Tentative plans call for hot water panel heating in concrete slabs for maintaining low radiant heat values.

STERLING FURNITURE COMPANY

A Dining Room of enduring charm, characteristic of gracious living, Eighteenth Century satinwood in a smooth hand-rubbed finish excels both in town and country.



Interiors

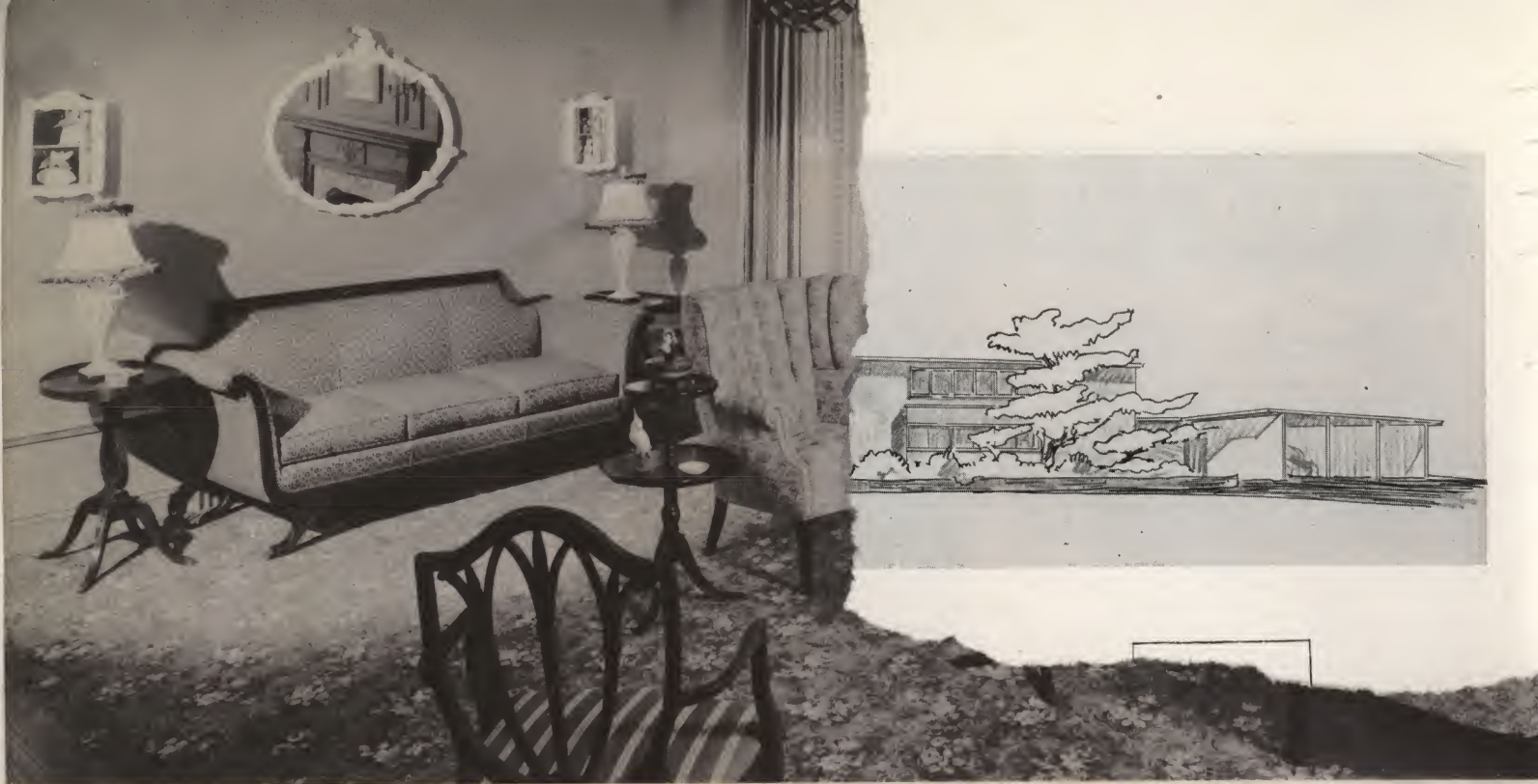
**FOR LASTING STYLE,
CHARM AND COMFORT**

STERLING

Bunster & Saxe

FURNITURE COMPANY

SAN FRANCISCO • VALLEJO



Here, Eighteenth Century simplicity is flavored with a dash of sophistication by the skillful use of smart contemporary colors, enhancing its charm and hospitality.



Classic contemporary with a regency embellishment, make this setting a refreshing departure from the traditional, thus affording a pleasing sense of spacious serenity.

A Dining Room of enduring charm, characteristic of gracious living, Eighteenth Century satinwood in a smooth hand-rubbed finish excels both in town and country.



Light, singing colors and the last word in modern conveniences, combine to make a kitchen that should keep any one happy. Equipped in the last word in scientific home planning.



It's Sterling, too

FOR VALUE, QUALITY AND SERVICE!

The vast service facilities and latest equipment for which Sterling is noted are directed toward making your transaction pleasant and profitable to you



Modernly equipped Cabinet Shop where craftsmen assure dependability of construction.



Expert mechanics staff Sterling's Floorcovering Shop. Here workmanship comes foremost.



Custom Drapery and Slip-cover Shop, manned by highly trained seamstresses and drapers.

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A MILLION FRIENDS**

(Established 1868)



Smooth, flawless finishes are assured by master craftsmen preparing your furniture for delivery.



This fleet of Trucks is used daily in delivery, serving the entire San Francisco Bay Area.

STERLING

Bunster & Saxe

FURNITURE COMPANY

1049 MARKET STREET • SAN FRANCISCO

1029 TENNESSEE STREET • VALLEJO

A Folio of Plans for California Living

Homes made for living... furnished with imagination, not according to the stereotyped. Planned to fit the need of the individual... this is the creed of Bullock's Studio of Interior Design.

↓ *Twin emphasis in a French provincial room*



Bullock's
HOME STORE
DOWNTOWN LOS ANGELES



Plan 14

Pasadena

WALTER WURDEMANN & WELTON BECKET, Architects

Conservative architecture for conservative Pasadena has been combined with the desire for California living to produce the beautiful home pictured above.

Two features that label the house "California" are the living room that is moved to the rear of the house, and the large porch outside the dining room, with the terrace to the rear.

Note also the fireplace in the study, and the "extra" fireplace in the bedroom; the abundance of large closets; the separate dressing room for each of the two bedrooms, and the large bathroom with separate stall shower.

To carry out the theme of the house interior, Bullock's set up, in their downtown Los Angeles store, exact replicas of portions of the above house, furnished it, and photographed the rooms in kodachrome. The colored reproductions appear on the opposite page, and of other houses on following pages.

Suggested furnishings by Bullock's





An imaginative blend of colors ... a gay mixture of toiles and plaids with the addition of very fine old accessories ... achieve charming effect in this French provincial living room.



Colorful toile and French document-prints point up the everlasting charm of a French provincial dining room.

French Provincial Charm

Bullock's

HOME STORE
DOWNTOWN LOS ANGELES





Plan 15

California Modern

RICHARD NEUTRA, Architect

The house is designed for a site with a magnificent view over a canyon. The owners are professional musicians, with one small child, and Mr. Neutra has planned the building so that only a small portion of it can be built immediately, and then added to as the need arises, and materials are increasingly available.

The first group to be built consists of the kitchen, service room, bedroom No. 1 and dining room. The living room for the present will

only have a concrete floor that can be used as an outdoor terrace, with the brick outdoor fireplace.

The next stage of building will include the entire building with the exception of the bedroom No. 3 and bath in connection; the latter to be added in the future.

Containing 1,600 square feet of floor space, the house at a cost of \$9,400 would require monthly payments of about:

\$79.42

Suggested furnishings by Bullock's

CONSTRUCTION OUTLINE

Type of Foundation—Concrete

Type of Construction—Wood Frame

Exterior Surface—Cement Plaster and Redwood Siding

Exterior Finish—Brush Coated

Roof—Graves Roof

Door and Window Frames—Steel Windows; Wood Doors

Porches—Pipe Column

Steps—Cement Steps

Terrace and Walks—Flagstone Paving

Chimney—Brick

Fireplace—Exposed Brick and Splits

Floors—Asphalt Tile on Concrete

Interior Woodwork—Douglas Fir and Gumwood

Interior Finish—Natural

Interior Paint—Waxed

Insulation—Celotex—Fibre Board

Lighting and Electrical Fixtures—Fluorescent, Slim Line Klieglight in Dining Room

Bathroom Fixtures—Crane

Bathroom Floor and Walls—Tile Wainscot and Floors

Heating—Forced Air Heating

Building Paper—Pabco

Hardware—Schlage Lock

Glass and Mirrors—Mississippi Crystal and Plate

Screens—Plastic Screens

Weather Strips—Monarch Spring Brass

Kitchen:

Sink—Electric Dishwasher

Range—Gas Range

Refrigerator—Electric Refrigerator

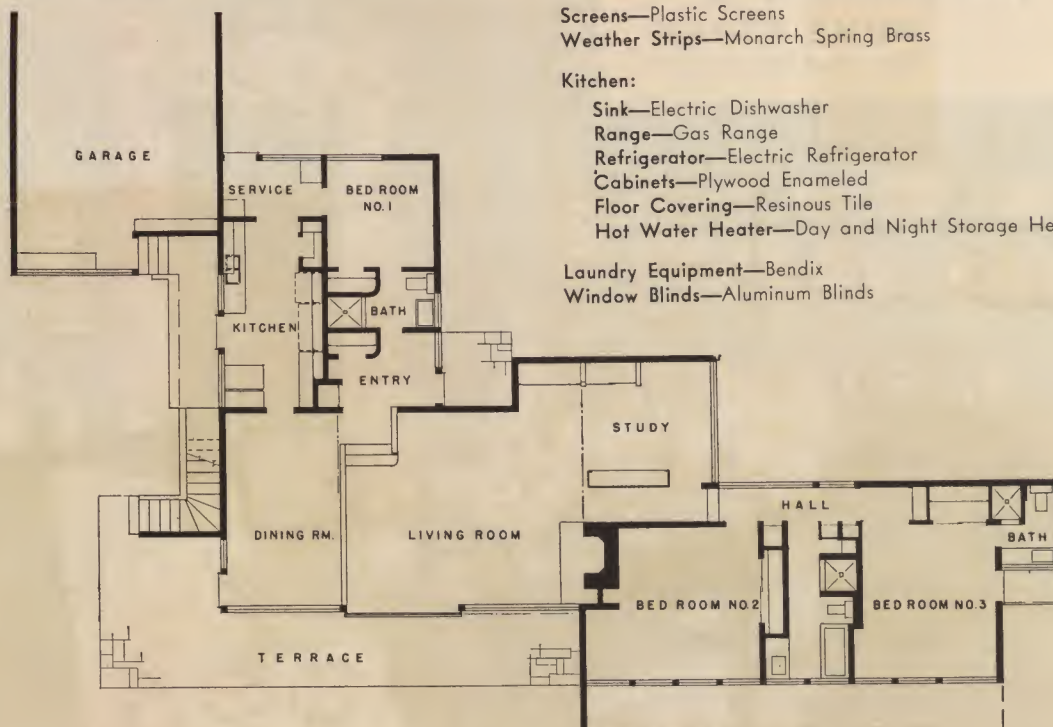
Cabinets—Plywood Enameled

Floor Covering—Resinous Tile

Hot Water Heater—Day and Night Storage Heater

Laundry Equipment—Bendix

Window Blinds—Aluminum Blinds





The Livability of Modern

Country-Modern, handled with new freshness, departs from old decorative axioms in mixing fine antique accessories with comfortable upholstered modern pieces in the living room.



Heirloom silver, china and family portraits set the stage for dining room furniture in this country house of modern design.

Bullock's

HOME STORE
DOWNTOWN LOS ANGELES



Plan 16

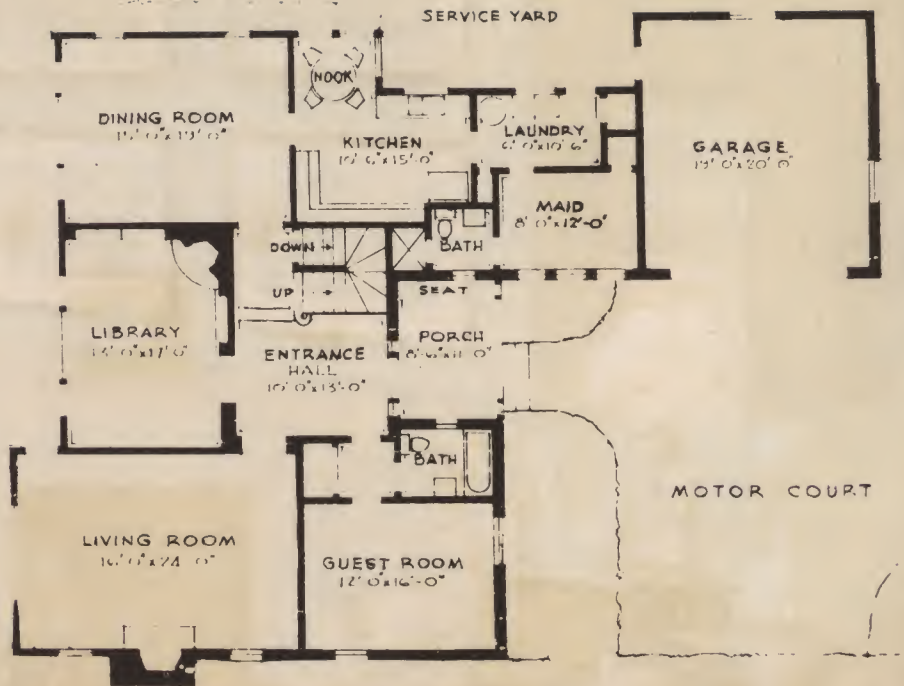
Los Angeles

EARL HEITSCHMIDT and CHARLES O. MATCHAM
Architects

Conservative in the traditional architecture, yet modern in every detail, is an apt way to describe this home, which is being planned for Mr. R. A. Conley in Beverly Hills.

The owners wished a Pennsylvania Colonial style with the exterior of stone veneer and wood siding. The front rooms are chiefly utility, while all of the living is to the rear of the house. The living room, library, and dining room all open to a large covered porch which permits outdoor living with privacy.

The library has a separate fireplace and there is a separate bath, as well as large coat closet off of the front entrance hall, and convenient to the guest room. The maid's room has a stall shower and is adjacent to the laundry room and kitchen. Upstairs, the large linen closet would delight any housewife. Note, too, that the relationship of the two dressing rooms, bath and stall shower in conjunction with the master bedroom is good planning. The house contains approximately 3,250 square feet of floor space.

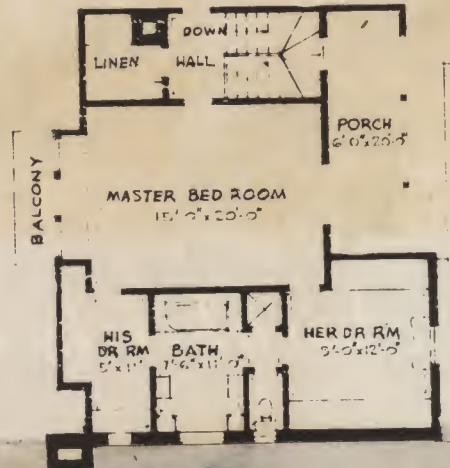


Suggested furnishings by Bullock's

CONSTRUCTION OUTLINE

TYPE OF FOUNDATION—Concrete
 TYPE OF CONSTRUCTION—Wood Frame
 EXTERIOR SURFACE—Stone Veneer and Wood Siding
 EXTERIOR FINISH—Pine Trim Painted
 ROOF—Split Shakes
 DOOR & WINDOW FRAMES—V. G. O. P.
 PORCHES—Flagstone

TERRACE & WALKS—Brick
 CHIMNEY—Brick
 FIREPLACE—Brick
 FLOORS—Oak and Linoleum
 INTERIOR WOODWORK—V. G. O. P.
 INTERIOR FINISH—Plaster
 INTERIOR PAINT—Enamel
 HEATING—Unit Gas





Traditional Country Living

The quiet dignity and beauty of the background, tempered by the informality of the flowered fabric, results in a living room destined for gracious living.



A happy wedding of colonial and Victorian bedroom pieces echoes the past in this charming expression of traditional American.

Bullock's

HOME STORE
DOWNTOWN LOS ANGELES

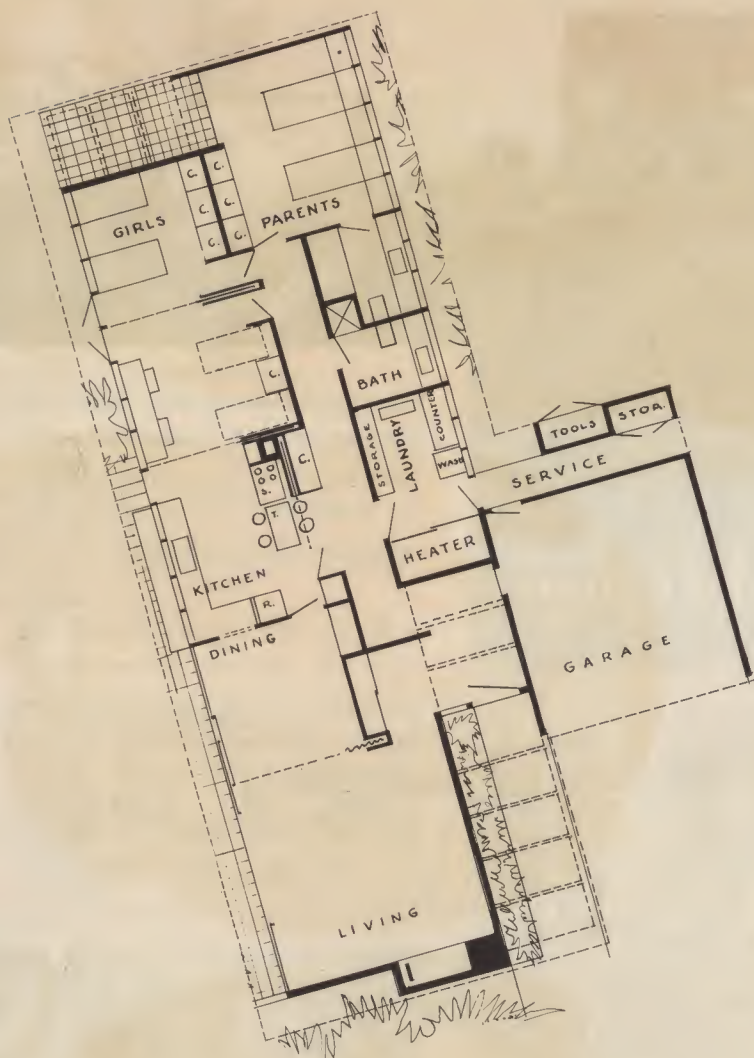


FREDERICK LANGHORST, Architect

LOIS LANGHORST, Associate

Planned for the family with two young children is this practical one-story modern home. Rooms and play yards may be converted to new needs as the children grow older—a feature important to consider in the planning of a home. All main rooms open to the south, so that a maximum of outdoor, private and sunny living space is obtained directly related to indoor space.

The entire southern wall is glass and a wide over-hang of the roof is provided to keep out the direct sun's rays in the summer but to admit the sun in the winter when it is lower in the skies. This same principal is being utilized in most modern ideas and, as a matter of fact, has been developed by architects in California for several years. The front entrance-way immediately adjoins the garage so one can alight from his car and be right at the front door. There is also a separate rear door in the garage for entry to the service porch and separate laundry room. The house has excellent circulation and yet is planned so that it can be fitted into a standard size suburban lot.



MULTI-PURPOSE ROOM

The room between the kitchen and the girls' bedroom serves as a play room for small children, a study room for them when older, or guests may be accommodated in the fold-away beds. It may also be used in connection with either or both of the adjoining rooms by removing the sliding partitions that form the walls of the room.

Several other features of the house are worthy of attention: Direct service is obtained between the kitchen and the outdoor dining area with a serving counter if desired. It can also be seen that the entire play area can be supervised by Mother in the kitchen or in the dining room, as the all-glass wall has full vision of the entire yard.

The fireplace design in the living room is interesting, occupying as it does the entire east wall. The Langhorst's deserve considerable commendation for such a workable and yet withal economical plan. Area of the house is 2,250 square feet, which costs approximately \$14,600 today, or per month:

\$123.36

Suggested furnishings by Breuner's.



A Modern Home and How to Furnish It



Bring in the Sun with Brown-Saltman Furniture

It took Californians to appreciate sunshine, and it took a California designer—Brown-Saltman—to bring the warmth and light of the sun into the furniture of today.

Now the East is clamoring for it, but the factory can't even keep up the Breuner supply, so popular has it become. Shown here in natural Kodachrome colors, the upholstered pieces are deep, woolly pile fabrics, while the woods are bleached a warm, natural tone.



JUNIOR DINING SET, of bleached combwood, exclusive with Brown-Saltman furniture.

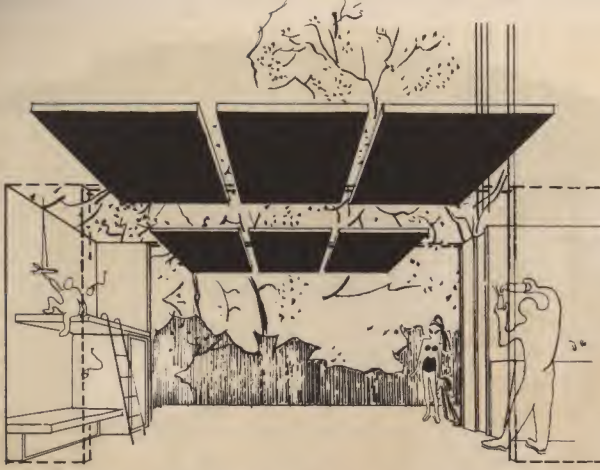
CONSOLE SET, a striking group combining combwood with ebony-color table top.

BREUNER'S

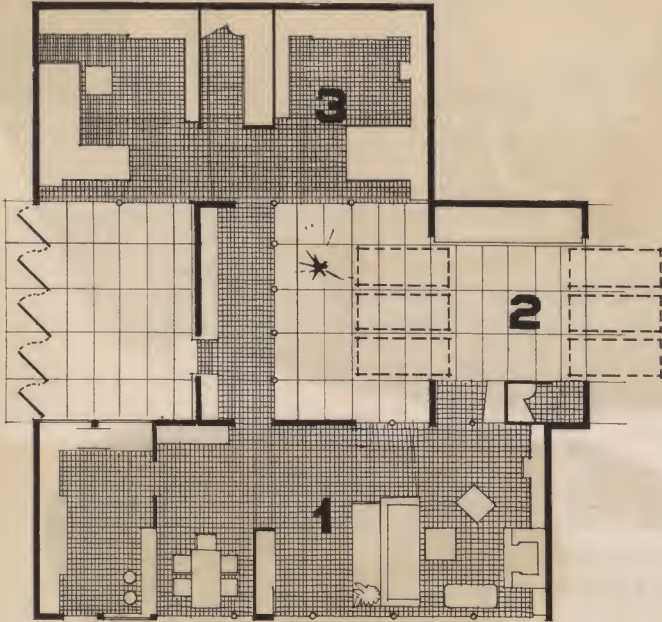
Oakland
Vallejo

Sacramento
Richmond

Stockton
Berkeley



THE EVERYTHING ROOM



Plan 18 Modern California for Indoor-Outdoor Living

MARIO CORBETT, Architect

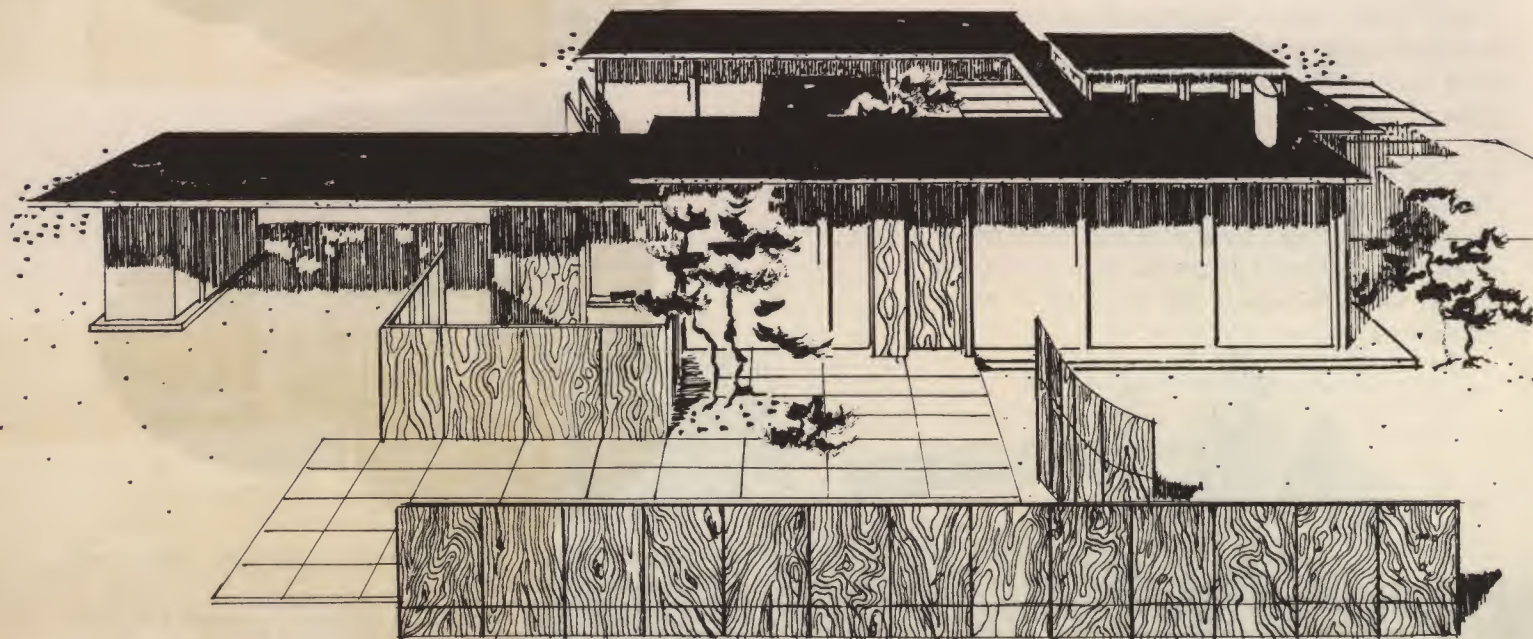
Planned for privacy and communal living is this modern home accenting the beauty and use of the out-of-doors in its scheme for family life. The home is divided in three sections: (1) for working and living; (3) for sleeping; and (2) as a liaison for both. (2) can be turned into an open pavilion joining all the indoor and outdoor space intended for group activities, or restricted to its private function as a room for creative thinking, or as a place for guests. The two main portions of the house are joined by a corridor, which is flanked on both sides by patios and the indoor-outdoor room.

The architect has envisioned in this home of the future a dwelling which uses pre-fabricated parts to some extent. For example, the exterior walls could be composed of pressure-molded plywood, bent back at each junction to form an upright support. Roof panels are similar; plywood beams would be used for large spans such as the open car shelter. The floor is a slab or tile with integral heating. The house here shown is designed for a flat lot facing to the west, but it might face north or south, or with the plan reversed, to the east, still keeping a southern sun for the principal rooms.

Total cost of the home would approximate \$7,200. Estimated cost financed on monthly payments would be:

\$59.80

Suggested furnishings for this home by Breuner's.





SECTIONAL SOFA and corner table shows the Modern way of making corners an important part of the room. Shown here in natural colors, a handblocked tropical print with plain lipstick red, daringly combined with citrus color loop fabric sofa, rough cotton textured chair, and luxurious over-size deep-piled wool ottoman.

Brown-Saltman Leads Modern Trend

Way back in 1856 Breuner's was bringing the newest homefurnishings to Northern Californians. Now, almost 90 years later, we're abreast or ahead of the times, for each of our six stores has expanded its modern department, offering you the greatest selections in the vicinity. The Brown-Saltman furniture shown on this page has inviting, simple, clean lines designed for a greater freedom of living—truly Democracy's new furniture.

Northern California's Oldest
and Largest Homefurnishers

BREUNER'S

Oakland
Vallejo

Sacramento
Richmond

Stockton
Berkeley



UPHOLSTERED HEADBOARDS follow latest ideas. Combined with spectacular MR. AND MRS. dresser, all of natural combwood, makes a bedroom anyone may well be proud.

CHINESE INFLUENCE may be seen in this ultra smart dining room. Ebony-black tops and colorful upholstery and draperies contrast delightfully with the combwood.





Plan 19

Piedmont

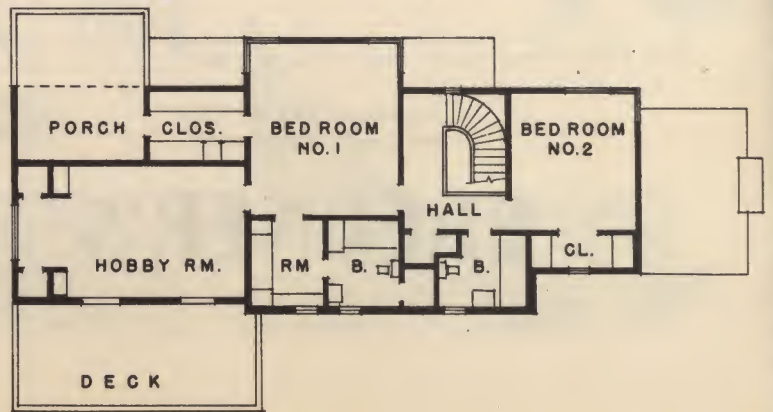
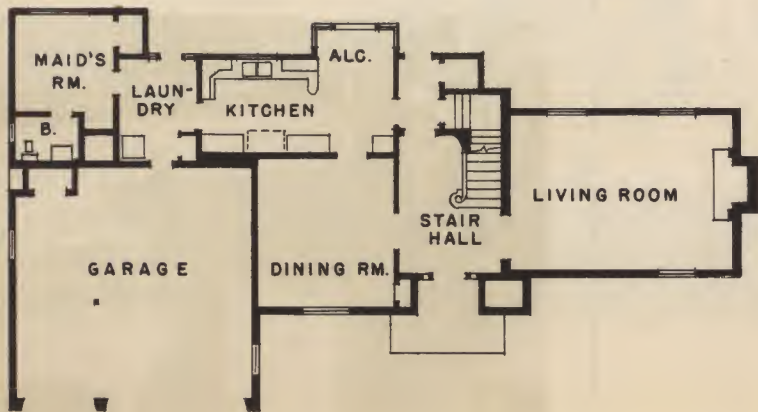
IRWIN JOHNSON, Architect

An excellent example of the large, luxurious home in the traditional style, but without austere 18th Century formality, is this beautiful Piedmont home. The prevailing Colonial motif is found both in the exterior and interior architectural features. The rooms are large, closet space is ample, both sun deck and porch are provided on the second story. The entire effect is one of gracious, comfortable living designed to suit the needs of a cultured couple—a place for delightful, planned entertaining.

All facilities for living and entertaining are downstairs. The living room is entirely separate in its own wing of the house, so that there can be movement throughout the rest of the building without disturbing the entertainment of guests.

Upstairs is a pleasant, large hobby room with an adjoining sundeck over the garage. To the rear is a partially covered porch. There are two large baths, together with a small bath off the maid's room downstairs.

The house would cost today about \$22,000. It contains 3,100 square feet of area inside, plus 280 feet of deck on the second floor and 650 feet in the garage.



FIRST FLOOR PLAN

SECOND FLOOR PLAN

A Piedmont House Furnished

for Gracious Living by

BREUNER'S

It is a really wise home builder who has the plans checked for furniture arrangement before final approval is given. For just as the architect is an expert in construction and design, the interior decorators at Breuner's are experts in making the house a beautiful, convenient place to live and work. Is the living room in correct proportions to allow you enough chairs and sofas without blocking passage-ways into the room; is the bedroom amply large with enough wall space for the furniture **you** want in it; will the wall colors "go" with the furniture you now have or plan to buy? These are just a few of the problems Breuner's can help you with even before plans are complete. Home planning service is available without obligation.

THE DINING ROOM of the home shown on opposite page is of French design exquisitely carved mahogany. Fully upholstered host chairs add elegance.

THE MASTER BEDROOM, enhanced with 18th Century mahogany furniture, is an example of quiet good taste in home furnishing.



THIS UNUSUAL DOORWAY frames an exquisite picture of a perfectly coordinated color scheme. Notice that comfort and convenience are not subordinated to elegance.

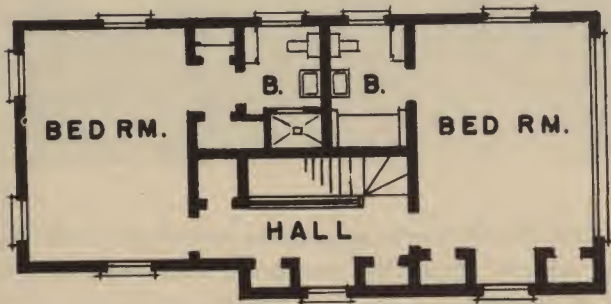
BREUNER'S

*Oakland
Vallejo*

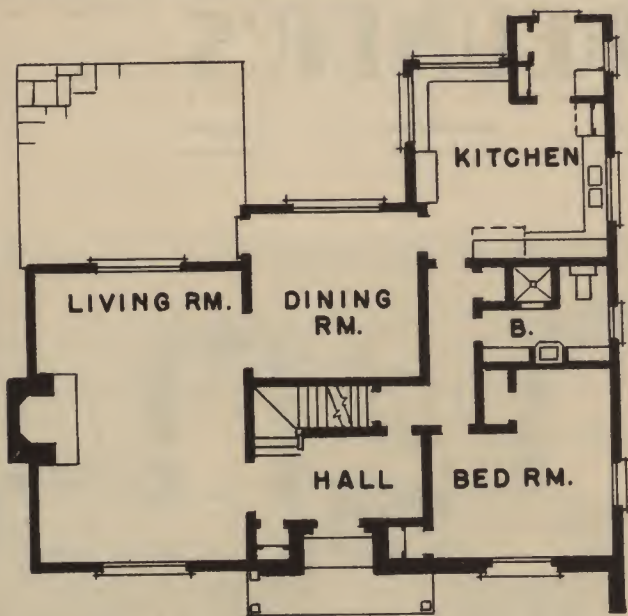
*Sacramento
Richmond*

*Stockton
Berkeley*





SECOND FLOOR PLAN



FIRST FLOOR PLAN

Plan 20

Sacramento

FRANK P. WILLIAMS, Builder

Typical of the newer homes in the Sacramento and San Joaquin Valleys is this California-Colonial design in the College Manor section of Sacramento.

The owner aptly calls it her "big-little house," because it seems to be so much more spacious than the actual measurements might indicate. This feeling is the result of large windows and doorways, with ample wall space so that the rooms may be furnished adequately. The light wall treatments and the huge mirror covering one wall of the dining room, reflecting the living room, also tend to "push back the walls." There is an abundance of closet space, and connecting halls make it possible to reach each room without passing through any other room. The friendly warmth of the informal exterior follows the visitors through the entire home.

According to the builder, the house is designed "in a somewhat simple form, suggesting an early American or Monterey influence, and is used to offset more ornate types which are bound to occur in a new subdivision". Flexibility has been the outstanding characteristic of this home and it could very well be finished in several different manners, as follows: the exterior of stucco and split cedar shakes, with new or used brick left natural or painted or whitewashed. Redwood or cedar rustic siding might easily be used, finished dark or light, painted or stained.

The house contains 1,850 square feet of area and would cost approximately \$13,000 to build today. Monthly payments would be:

\$109.84

Furnished by Breuner's

A "Big-Little" House Furnished for Simple, Gracious Living

The owners of the "big-little" house wished a home that could really be "lived in," and Breuner Home Planning decorators followed this idea in every room. The friendly informality of the living room is achieved partly by the use of very smart but practical upholstery materials, and with gay hand-blocked print draperies.

Unusual combinations of mahogany tables with fruitwood Queen Anne desk and cocktail table, modern sofa with 18th Century wing chair, and other furniture and accessories are brought together with skill. Another pleasant contrast is a bedroom with 18th Century poster bed and mahogany furniture, against patterned wall paper. A chintz chair adds a bright note.

Note the interesting arrangement with the large bookcase as well as storage shelves underneath, next to the fireplace. The fireplace is built of brick with a very simple yet dignified design. Adjacent to the living and dining rooms is an outdoor terrace, greatly enjoyed by the owners on a warm Sacramento evening. One of the excellent features of the house is the fact that the living and dining rooms are set aside entirely separate from the "work" rooms so that the lady of the house can always keep the living room in order to entertain unexpected guests.

EXPERT ADVICE. Each home requires different decorating treatment to offer the utmost in comfort and beauty to satisfy each individual. Call on Breuner's home planning experts for advice. No obligation.

EASY TERMS. No need to disturb savings when buying home furnishings at Breuner's. Down payment for immediate delivery, balance in convenient monthly amounts.



BREUNER'S

Oakland
Vallejo

Sacramento
Richmond

Stockton
Berkeley





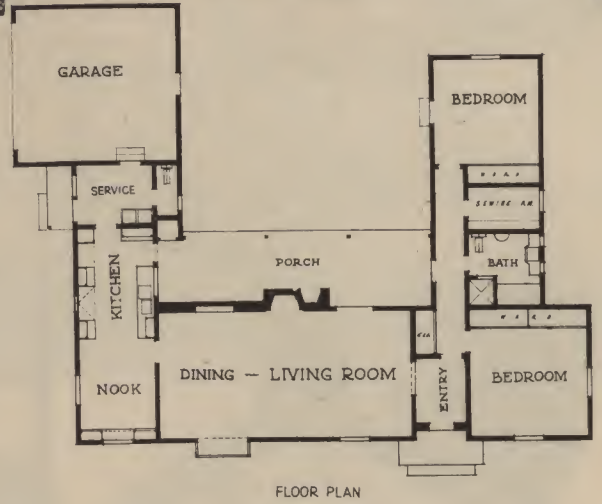
Plan 21

Long Beach

LOUIS SHOALL MILLER, Architect

Pictured here are two typically Southern California homes, designed by Mr. Miller. The house above has an enclosed patio, with a large combination living-dining room, and breakfast nook as part of the kitchen. Note the large porch with the outdoor fireplace. Materials include interior woodwork of white pine, bathroom floor to wainscot of tile, and a dual wall gas heater. The house contains 1,900 square feet, and at a cost of \$10,000 to build would call for payments each month of about:

\$84.49



FLOOR PLAN



Plan 22

Long Beach

LOUIS SHOALL MILLER, Architect

It will be noted that the house below was built on a narrower lot than the one on the corner lot, above. Yet the design includes a den with large closet, a separate dining room, and two baths. All rooms can be reached from the central hall, without going through any others. While these homes were designed for Long Beach, they would look equally well in Hartford, Detroit or Charlotte. This house contains 1,650 square feet, plus 200 feet for the garage. At a total estimated cost of \$9,600, monthly costs would be:

\$80.92





Plan 23 *Long Beach*

LOUIS SHOALL MILLER, Architect

The orthodox plan for a house has been reversed here, with the living and dining rooms to the rear opening onto the terrace. The house has 1,250 square feet of floor space, with an addition of 200 feet for the garage. It is probable that the house could be built for \$7,000 today, which would require payments each month of:

\$58.17



CONSTRUCTION OUTLINE

- CONSTRUCTION—Wood frame
- EXTERIOR—Cement plaster, with cement base paint
- ROOF—Wood shingles
- PORCHES, STEPS AND WALKS—Concrete and brick
- FLOORS—Oak in living room, linoleum in kitchen, tile in bath
- INTERIOR—White Pine woodwork, stucco finish, enamel on wood trim
- HEATING—Gas dual heater
- BATHROOM FIXTURES—Crane

Plan 24

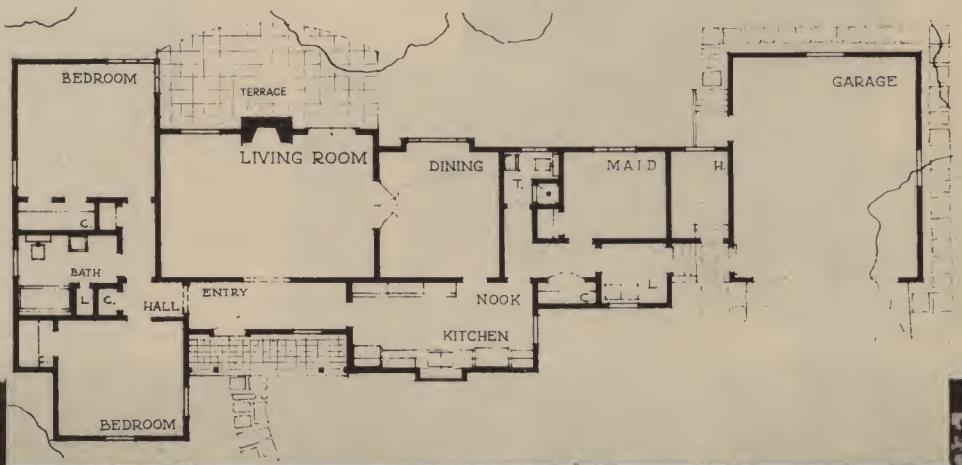
EDWARD CERRUTI
Architect

Piedmont

F. C. STOLTE
Builder

This California ranch house has some interesting variations. Note from the front or garage entrance-way one has easy access to either the kitchen, the maid's room or porch without going through the living room. The bedrooms and bath are also easily reached without disturbing guests in the living or dining room. Even the garage is convenient, with two doors as well as the double doors. At an estimated cost of \$11,200, and containing 1,980 square feet, monthly payments on the residence would amount to about:

\$94.58





Plan 25

JOHN S. BOLLES
Architect

Ross

GRANT LEIBERT
Builder

GARRETT ECKBO, Landscape Architect
Financed by: AMERICAN TRUST COMPANY

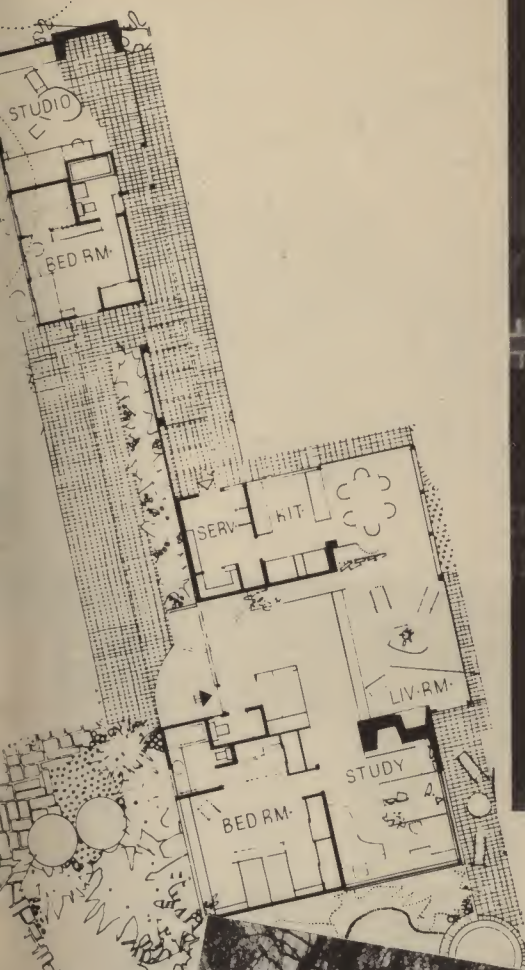
Mary and John Bolles, in building their home in beautiful Marin County, took into consideration many factors that confront couples with several youngsters to raise, and came out with a happy solution.

The house was planned for a minimum of waste space and halls, with resulting economy in not only initial cost but maintenance. All walls are plywood, with zinc stain used in all except utility rooms. This provides a near damage-proof construction for a family with children. The house is designed for a story and a half so as to retain as much free land as possible for children's play areas. The children's playroom opens directly to their yard.

The house contains 1,720 square feet, and at a cost of \$6.25 per foot to build today, would require monthly:

\$90.83





Plan 26

Santa Monica

RICHARD J. NEUTRA, Architect ERIC NELSON, Builder

A war-time product, this home for a well known broadcast producer has been designed by Mr. Neutra to practically eliminate all critical war materials. Brick, the varying shades of redwood and the light birch of chairs and tables are supplemented by the careful dyes of hand-woven strip rugs, that leave bands of brick flooring visible between them. A square foot area of 2,000 feet includes the separate guest suite. At a cost of \$14,000, monthly payments would approximate:

\$120.30



Above is a view of the study seen over the pool, while at the top of the page the lath house is seen from the living quarters. The friendly openness to garden space that is undetached living space originally and visually joined to the interior—is truly contemporary California living.



Another view of the living quarters, seen over the dining bay. All lighting is tubular fluorescent; door and window frames of steel; insulation board is used throughout, and windows are of plate glass. Note the extensive use of brick for floor, fireplace and patio.



Photos: Sturtevant

Plan 27

Inverness

VINCENT G. RANEY, Architect

Although the home pictured above is used for permanent living quarters, the location of the dwelling in the wooded beauty of the country north of San Francisco, overlooking Tomales Bay, draws hosts of friends for week-end stays. The architect has included a "living-bed room" (pictured at the right) with its own separate fireplace, as a thoughtful gesture to guests.

Containing 1,500 square feet, today's building cost would approximate \$9,600, which would require monthly payments of

\$80.92



Plan 28

Burlingame

VINCENT G. RANEY
Architect

J. HORNE
Builder

Modern throughout, not only in architectural design but furnishings as well, the home pictured below was built for an artist, and has an excellent view of San Francisco Bay. Exterior is stained redwood, with wood shingle roof, concrete porch, steps and walks, and hardwood floors. Floor coverings in kitchen and bath are linoleum. Area is 1,800 square feet, cost about \$11,000, or monthly:

\$92.94





Plan 29

WILLIAM WILSON WURSTER
of Wurster and Bernardi
Architects

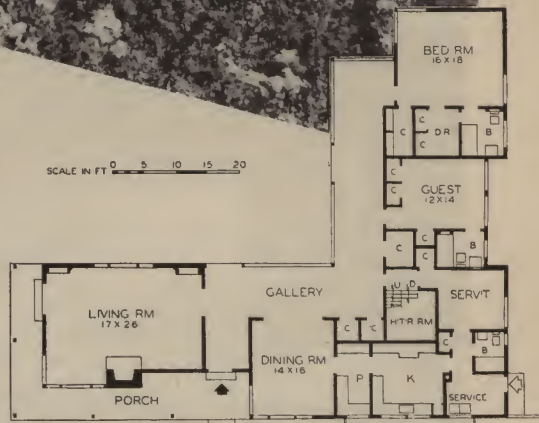
That tomorrow's homes have already been designed and built in a few parts of the country is evidenced by this well-planned "outdoor living" home by Mr. Wurster.

The abundant use of glass is no more evident than in this house, with the enclosed gallery that looks out to the flower and lawn terrace. Note that terra cotta tile is used in many rooms for floors, although hardwood is used in the more formal rooms. Rooms are large and the house contains 3,250 square feet, which would cost about \$22,750 to build today.

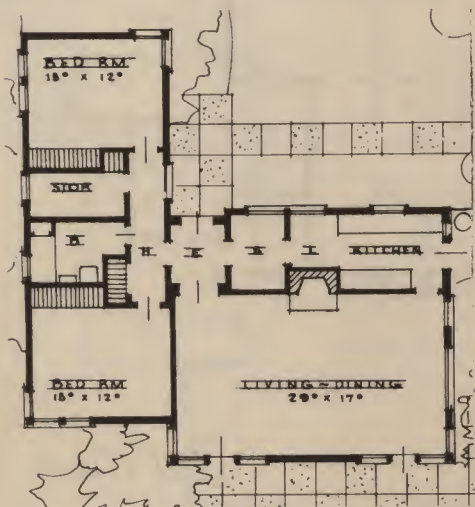
Palo Alto

E. J. SCHMALING
Builder

SCALE IN FT 0 5 10 15 20



Photos: Sturtevant



Plan 30

Financed by Crocker First National Bank of San Francisco

Kentfield

Architect John Bolles has fitted modern lines into a wooded section of Marin County, near Kentfield, in this attractive home for Robert E. Burns. Note the compactness of the indoor plan, but ample outdoor living space.

The house, with its site on a knoll, was designed to make full use of the view of Mt. Tamalpais. The plan provides for later addition of a service porch, pantry and dining room to adjoin the present living-dining room and kitchen. All ceilings except kitchen and study are 10 feet high. At a cost of \$8,950 (1,278 square feet), monthly costs would be:

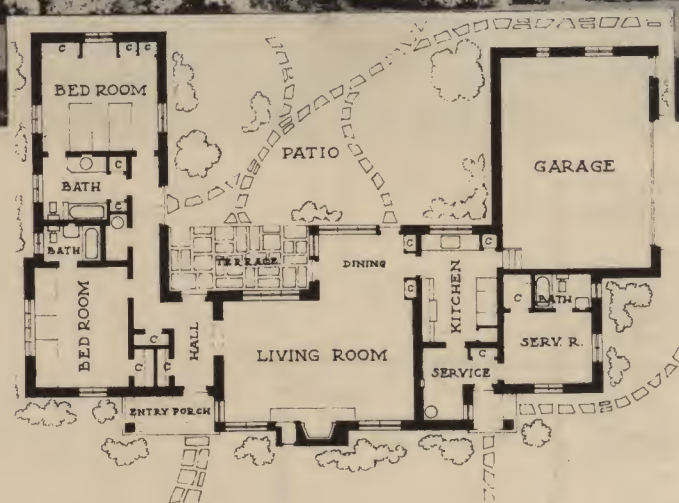
\$75.63

JOHN S. BOLLES
Architect

ALBERT SEIMER
Builder

The little mistress of the house is playing on a terrace of dry packed concrete and redwood planks. The large glass areas necessitated the use of ample overhang, in addition to the shade provided by the oaks.





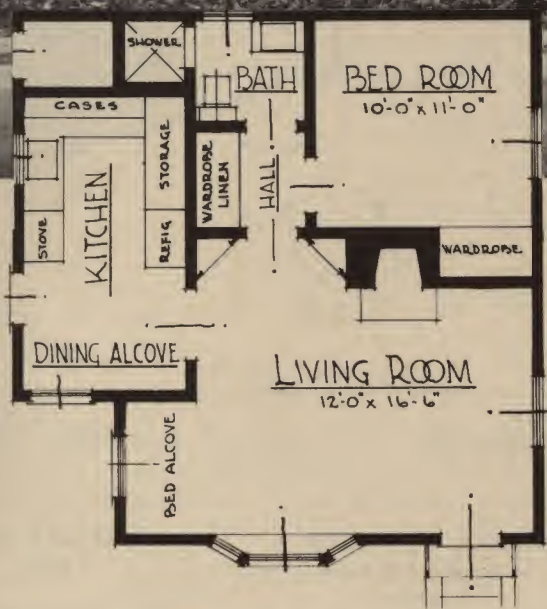
Plan 31

Del Monte

HUGH W. COMSTOCK, of Comstock and Neikirk, Builders

One of the oldest building materials known to California, adobe bricks were used in the construction of this lovely home built near America's playground of Del Monte, on the Monterey peninsula. The residence adjoins the golf course across from the famous Hotel Del Monte. Mr. Comstock has been one of the pioneers in the use of a "stabilized" or waterproofed adobe brick, and the company maintains its own plant in the Carmel Valley for the manufacture of bricks. It is the combination of excellent design, good bricks, and good building that produces such an attractive home as is shown here.

Today the house would cost about \$22,850 to build. It contains 4,150 square feet.



Plans 32 and 33
 GATES W. BURROWS
 Architect

Laguna Beach
 ED LEMBKE
 Builder

The couch in daytime which can be turned into a bed at night is one of the many ideas shown below; also note the doors into the dining alcove, knick-knack corners and bay window with Venetian blinds.



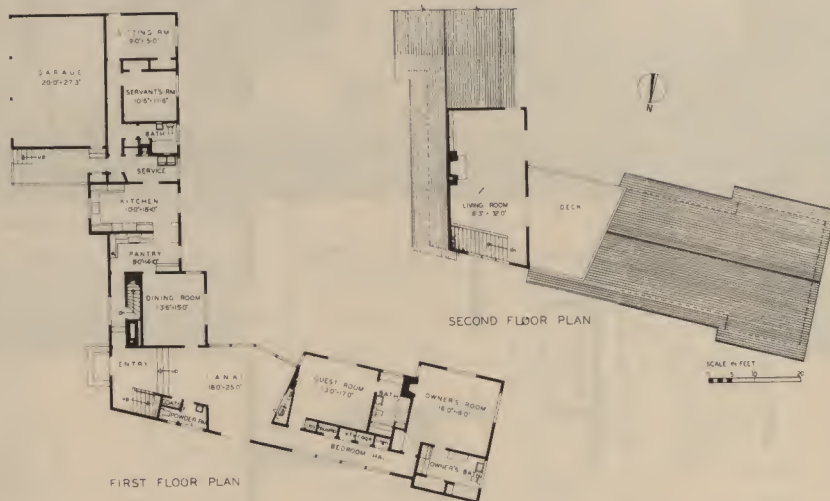
These twin cottages were designed as rental units, with a wide view of the ocean. The same floor plan was used in both, except the plan of the house to the right is reversed. Each contains 600 square feet. At a building cost today of less than \$3,000, monthly payments on each would approximate:

CONSTRUCTION OUTLINE

\$24.⁸²

CONSTRUCTION—Frame
 EXTERIOR—Redwood siding
 ROOF—Cedar shingles
 FLOORS—Oak
 INTERIOR—White pine and stucco

BUILDING PAPER—Sisalkraft
 LUMBER & MILLWORK—Barr Lumber Company
 PLUMBING & SINK—Crane
 WATER HEATER—Day & Night
 RANGE—Holly (3 burner)



Plan 34

Carmel Valley

WILLIAM W. WURSTER
of Wurster & Bernardi
Architects

HAROLD C. GEYER
Builder

Few can appreciate the beauties of the Carmel Valley, high above the artists' colony on the Pacific, unless they have been there. The architect has captured the beauty of the setting and reflected it in a modern home, using largely native materials. Porches, terraces and some floors are of Yosemite slate. The fireplace is built of Carmel stone, mined nearby, and the exterior is redwood. Interior woodwork is natural finish Ponderoso pine. Heating is by an H. C. Little oil furnace and separate oil-fired water heater. All lumber and millwork was supplied by the Work Lumber Company. Estimated cost of the house today is \$29,000, with an area of 4,200 square feet.





Plan 35 Lafayette

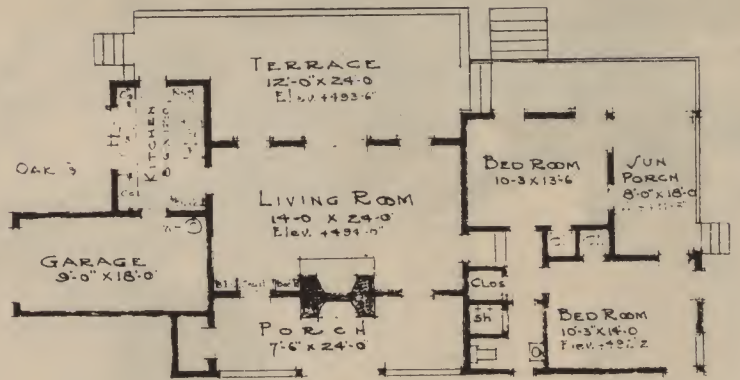
WILLIAM CLEMENT AMBROSE
Architect

T. D. COURTRIGHT
Builder

The charming California ranch house shown here was built originally as a week-end and vacation place, the other side of the Berkeley hills; but since the Bay area has filled up, it has been used as a full-time residence.

The house was placed so as to take advantage of the many oak trees, and the magnificent view of Mt. Diablo and the valley below. It is obviously planned for informal living and entertaining. The roof is hand-split shakes, exterior surface is of channel rustic, and the interior woodwork of knotty pine. Heating is entirely by fireplace and portable electric heaters. The house contains 1,360 square feet of floor space, and at a cost today of \$8,200 would require monthly payments of:

\$68.⁶⁹



Plan 36

Burlingame

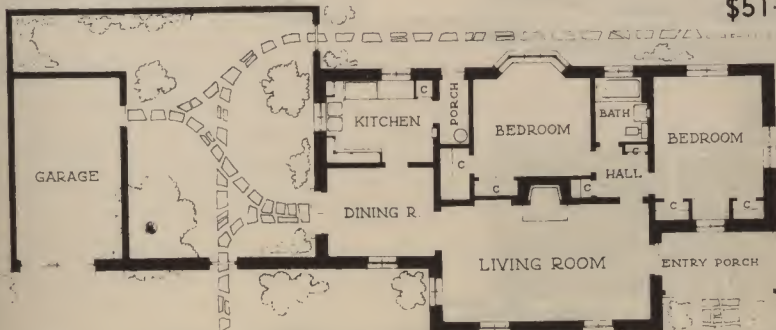
HUGH W. COMSTOCK
of Comstock and Neikirk
Builder

Financed by The San Francisco Bank

Part of the charm of building with adobe bricks is the solid, substantial appearance of the home, as is evident in this work of Mr. Comstock. Too, the thick shake roof adds to the old California effect. Note that the house is designed to fit a standard suburban lot.

At a total cost of 6,200 (the house contains 1,200 square feet), monthly payments would amount to about:

\$51.⁴²



Plan 37

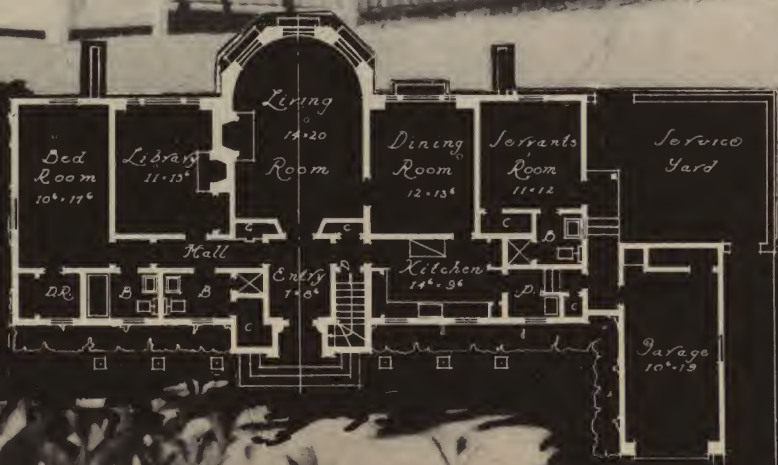
Stanford University

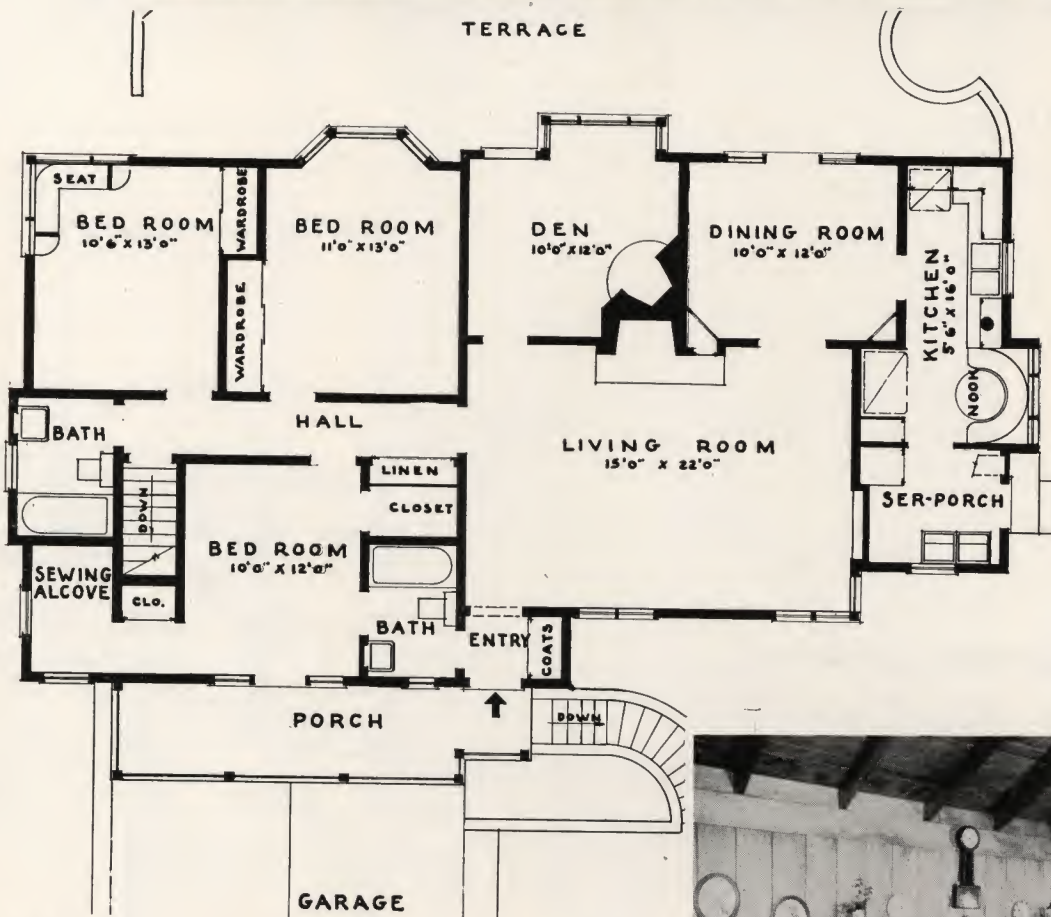
JOHN K. BRANNER
Architect

EDW. SCHMALING
Builder

The saying that "one picture is worth a thousand words" is certainly true of this lovely home for Captain Edwin T. Coman, Jr., which adjoins the campus at Stanford University near Palo Alto. One approaches the house through a wide gate with white pillars, along a semi-circular drive. The house is frame, stuccoed, with cedar shingle roof and brick porch and steps. Living room floors are teak and oak, with rubber and linoleum floor coverings in service rooms. The fireplace is built of stone and marble. All glass and mirrors are from Pittsburgh Plate Glass Company. Estimated cost of the house is \$10,000, which would require monthly payments of about

\$84.49





Plan 41

Los Angeles

E. M. BUSSARD

Architect

This hillside home was designed to fit between several live oak trees. It has an open beam ceiling in the living room (right) and a built-in couch and corner fireplace in the den. The wardrobes in the children's room were built for children, and the corner seat was built with a top which would lift up, with ample space for toy storage.

The house contains 1,800 square feet and will cost about \$9,200, or, per month:

\$77.73



Plan 42

San Marino

O. J. BRUER, Architect

This home is being planned as the residence for Mr. and Mrs. O. J. Riley and is scheduled for completion in the latter part of this year. The architect and owners have planned the home to have all modern features of tomorrow's home, and yet avoid the use of any critical materials such as lumber as much as possible. All exterior walls will be reinforced brick, waterproofed.

Mr. and Mrs. Riley formerly lived in the country of our southern neighbor, Argentina, and now plan to make their permanent home

in San Marino. The entire end wall of the porch is glass, with a large glass door leading to the living room. The outlook is to a beautiful patio with an informal rock garden and lily pool. The den can be used as a spare bedroom, while in the basement is a rumpus room for the children.

Estimate of the cost is \$14,000 (2,500 square feet), which would require monthly payments of approximately:

\$118.29

CONSTRUCTION OUTLINE

TYPE OF CONSTRUCTION—Reinforced brick & frame

PORCHES—Quarry tile

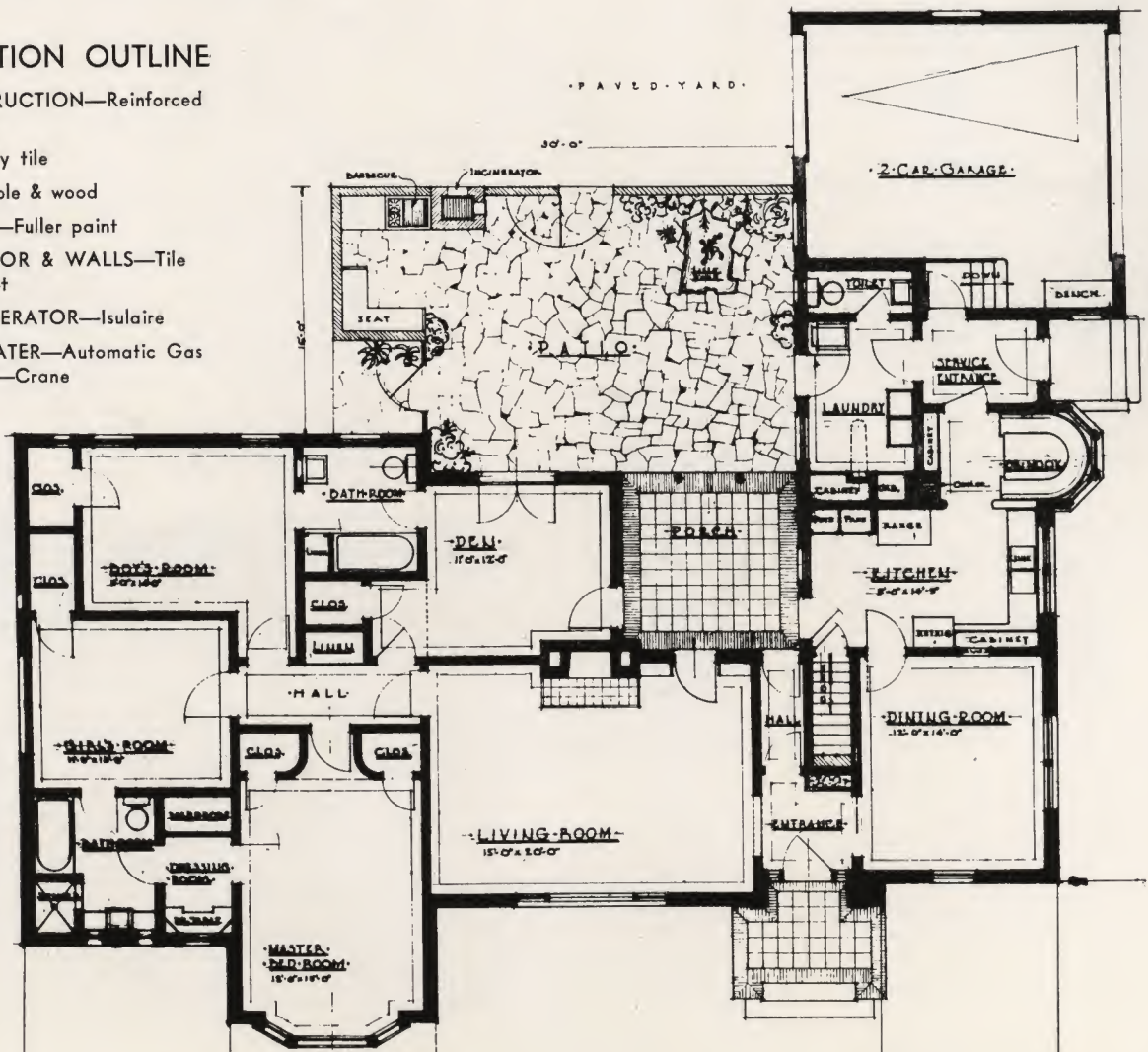
FIREPLACE—Marble & wood

INTERIOR PAINT—Fuller paint

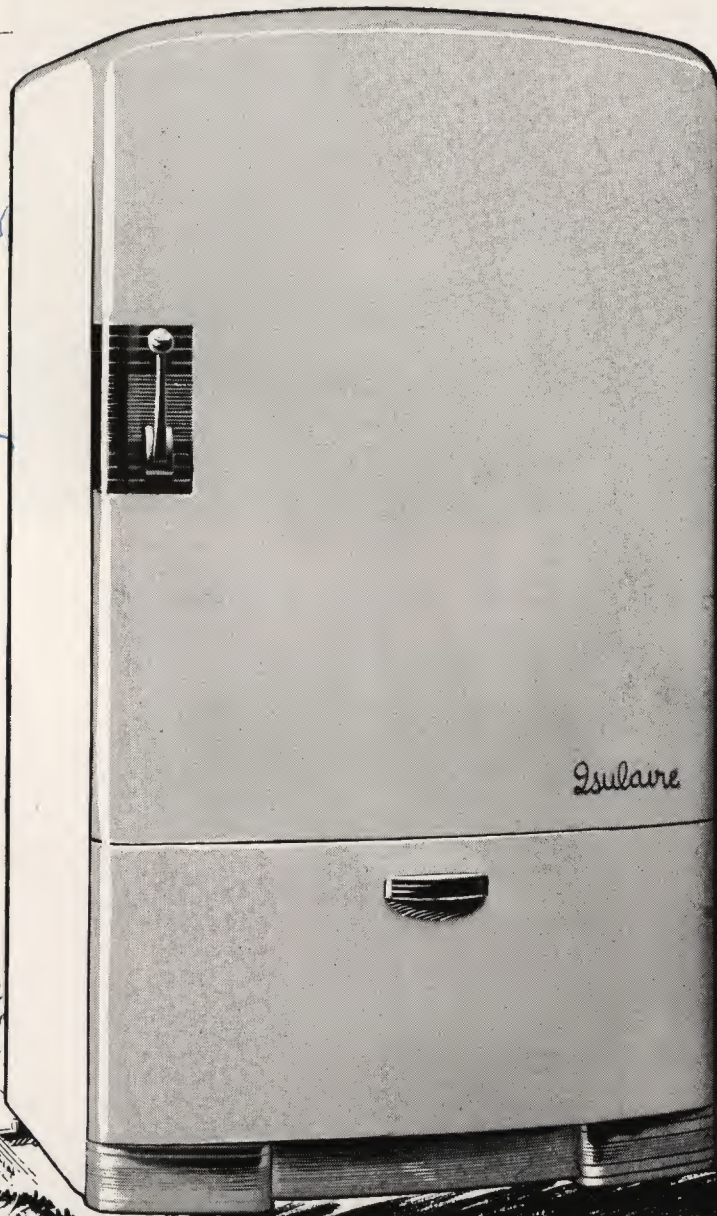
BATHROOM FLOOR & WALLS—Tile floor & wainscot

KITCHEN REFRIGERATOR—Isulaire

HOT WATER HEATER—Automatic Gas
Water Heater—Crane



ISULAIRE... a Great New Electric Refrigerator




LOOK for a host of startling new features in the new Isulaire . . . exclusive refinements . . . war-developed by outstanding engineers in the field of refrigeration.

Isulaire brings an entirely new conception of refrigerator perfection to every home . . . new conveniences never before imagined . . . smooth . . . silent . . . a new peak of efficiency. You'll be amazed at all the extra space . . . the

easy reach-ability of every inch within the gleaming interior of Isulaire.

Yet . . . with all these plus-qualities . . . you'll be delighted to discover that Isulaire costs even less than you'd expected to pay.

Send today for more information about Isulaire. Or you may reserve yours now as so many others are doing to assure early delivery. Just fill in and mail the "priority" postcard in the back of this book.

 **An Old Friend Takes a New Name** — ISULAIRE Corporation has purchased the complete refrigeration division . . . including engineering and service departments of—

GAFFERS & SATTLER
Makers of famous "G & S" Gas Ranges and Electric Refrigerators

Isulaire embodies the best features of the former "G & S" refrigerator . . . noted for its sound dependability and long-lasting service . . . plus many new and exclusive features.

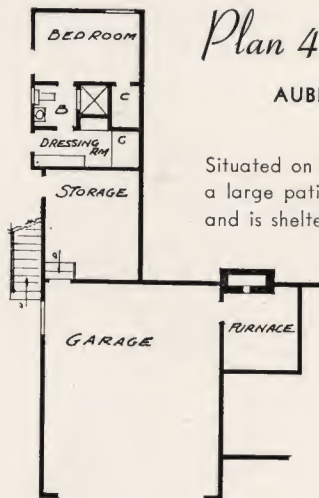
See your home appliance dealer today . . . ask him about Isulaire. If he is unable to supply the facts, send us his name on the postcard in the back of this book.

Isulaire CORPORATION
333 N. Foothill Road, Beverly Hills, Cal., Phone BRadshaw 2-3311



CONSTRUCTION OUTLINE

- EXTERIOR—Plaster and stone veneer
- ROOF—Red cedar shingles
- DECK—Canvas, of Swanfelt Con-Ser-Tex
- PORCHES, STEPS—Arizona flagstone
- FIREPLACE—Tile, brick trim
- INTERIOR WOODWORK—Douglas Fir and knotty pine
- LIGHTING FIXTURES—Brass and nickel
- BATHROOM FLOORS AND WALLS—Tile, Gladding McBean
- HEATING—Payne furnace, Andrews wall heaters
- WATER HEATER—Day and Night, 40 gallon automatic storage
- FAN, CHIMES—Pryne
- GARAGE DOORS—Wread overhead



LOWER FLOOR

Plan 43

AUBREY F. ST. CLAIR
Architect

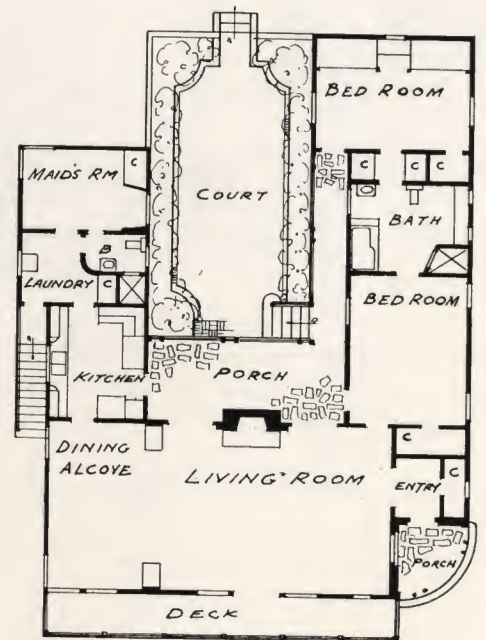
Laguna Beach

SAM S. SMITH
Builder

Situated on a hillside, the house follows the "U" plan in arrangement, with a large patio to the rear. The patio is a quiet retreat for outdoor living, and is sheltered from the ocean breezes. The rooms are planned, however, to take full advantage of the splendid ocean view up and down the coast.

The house contains 2,792 square feet of floor space, which today would cost about \$14,700 to build; or per month:

\$124.20



FIRST FLOOR



WHAT PEOPLE
REALLY WANT IS

Electrical Living

HOME WIRING HANDBOOK

Individual pieces of equipment should have a minimum size of conductors that can be used for any circuit is the size having a carrying capacity equal to the rating or setting of the over-current device protecting the circuit. If conductors of a larger size are used in order to reduce the voltage drop, the change in size of the conductor does not change the classification of the circuit. For example, if the rating of the over-current device is 20 amperes, the circuit is a 20-ampere circuit, regardless of whether the conductors are Nos. 12, 10 or larger.

CHART A
EQUIPMENT AND ROOMS SERVED BY CIRCUITS
IN HOME GROUP A

Type of Circuit	Number of Circuits	Equipment	Rooms Served	Remarks
General Purpose (15-Ampere) Circuits	2	(a) Lighting (fixed and portable)	All Rooms	Arrange circuits so that an interruption of one circuit will not leave a whole floor or section of the house in darkness. Fixed clocks and small ventilating fans in kitchen and laundry may be connected to these circuits.
		(b) Small portable appliances	Living Room Bedrooms Bath Utility Space	
Appliance (20-Ampere) Circuits	3	(a) Refrigerator, Toaster, Fan, etc.	Kitchen Dining Space	One circuit to serve kitchen, dining space; two circuits to serve laundry.
		(b) Ironer, Hand Iron, etc.	Laundry	
Individual Equipment Circuits (Fixed Equipment)	4	(c) Range 1000 W (15A, 3W, 115/230V) (d) Water Heater 2000 W (20A, 2W, 230V) (e) Heating Unit 100 W (20A, 2W, 115V) (f) Laundry 375 W (20A, 2W, 115V)		Each appliance or equipment unit served by an individual circuit.

LOOK TO THIS NEW BOOK
FOR THE RIGHT NUMBER OF
CIRCUITS TO MAKE PEOPLE
REALLY WANT YOUR HOUSES



Tomorrow's homeowners will expect their homes to be wired so they can enjoy the full convenience of Electrical Living.

That means enough circuits and outlets, wire of ample size, modern circuit protection, and quality wiring devices and workmanship.

In the new Home Wiring Handbook, charts clearly show and explain the right number of circuits to

include in each of four groups of homes in the popular price class. A typical page is shown above.

The same comprehensive assembly of pertinent technical information on all other phases of electrical needs is included in this 120-page reference book. Use this valuable timesaver to guide you in designing and planning homes. Costs one dollar. Send coupon below.

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as part of its consulting service to the building profession, offers the following FREE BOOKS: Electrical Living in 194X (Professional Edition); Manual of Better Home Wiring.

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Street.....

City..... State.....



Plan 44

Bakersfield

FRANKLIN & KUMP & ASSOCIATES, Architects

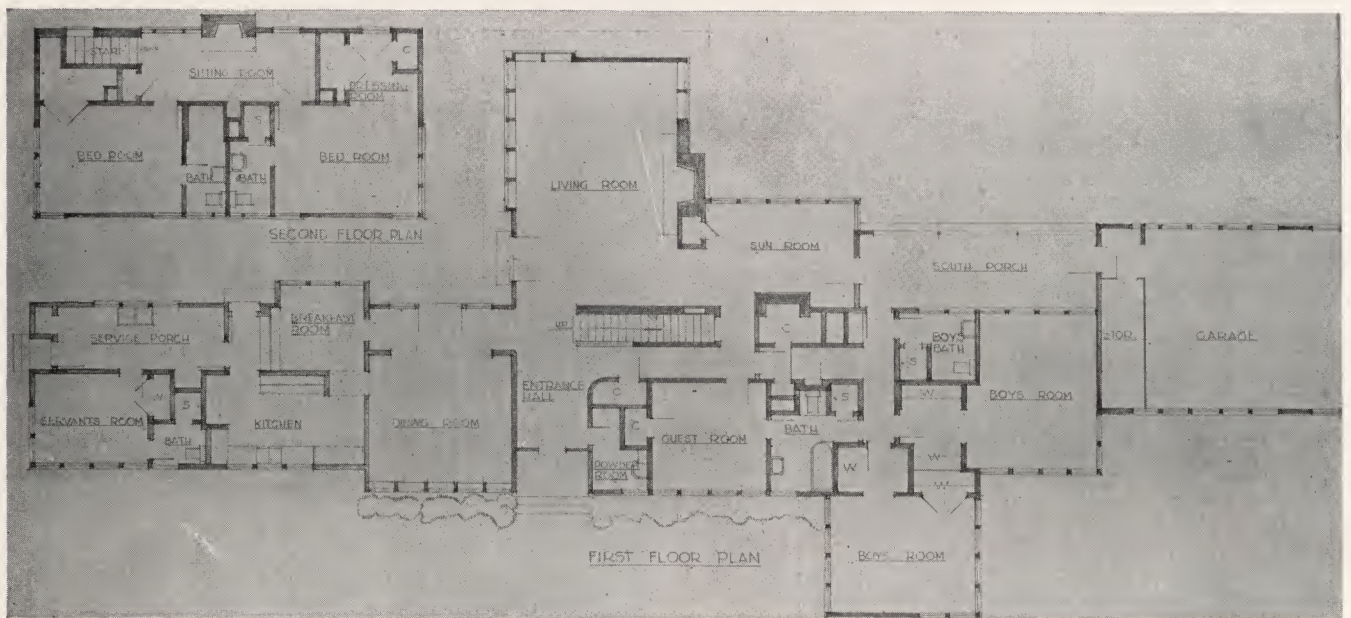
Every comfort has been embodied in this Bakersfield home, which contains approximately 5,000 square feet of floor space. Steel window sash, rock wool insulation throughout, and a marble fireplace are only a few of the features contained in the residence.

An air conditioned unit is provided which circulates cooled air in the summer and heated air in winter. Note the abundance of windows in every room, yet the long roof overhang protects from the sun's rays in the summer.

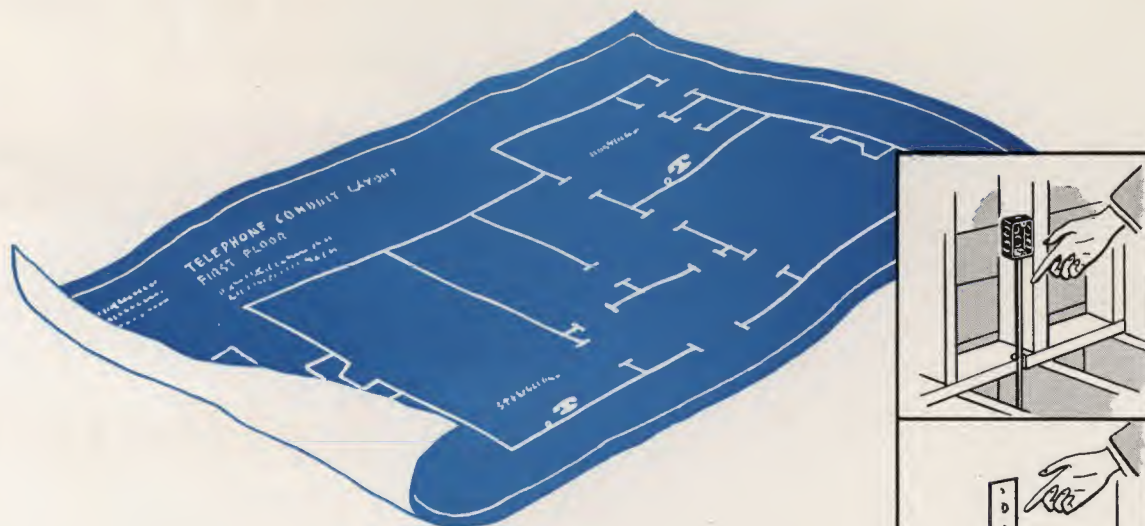
CONSTRUCTION OUTLINE

CONSTRUCTION—Wood frame
 EXTERIOR SURFACE—Stucco and redwood
 EXTERIOR FINISH—Dashcoat over stucco and three coats of paint over wood
 ROOF—Shakes
 DOOR FRAMES—Pine. WINDOW FRAMES—Steel sash by Druhitt
 PORCHES, TERRACES & WALKS—Brick by Craycroft
 FIREPLACE—Botticino marble
 FLOORS—Oak, linoleum

INTERIOR WOODWORK—White pine and mahogany
 INTERIOR FINISH—Mahogany plywood
 INSULATION—Four inches of rock wool
 LIGHTING FIXTURES—Solar
 BATHROOM FLOORS & WALLS—Tile, Gladding McBean
 HARDWARE—Schlage
 SCREENS—Bronze with metal frame
 WEATHERSTRIPS—On all doors and windows
 WINDOW BLINDS—Venetian by National



PLAN IN ADVANCE FOR BUILT-IN TELEPHONE FACILITIES



Built-in conduit and outlets for telephone wires in tomorrow's homes will eliminate exposed wires on walls and baseboards. There is no need for drilling holes later; no need to mar woodwork or walls.

The time to plan for handy outlets is when your new home is still in the blueprint stage—before you start to build. They cost little to install when you:

1. Select in advance convenient locations for telephone outlets and have them marked on your plans.
2. Specify in your plans that telephone conduit be built in during construction.

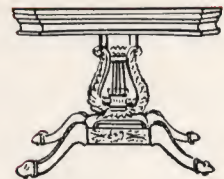
Consult our free Architects' and Builders' Service for detailed information. Just call our nearest Business Office or use our postcard in the back of this book.

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Duncan Phyfe

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HAVE BUILT A
Roddiscraft
DOOR**



DUNCAN PHYFE, the master craftsman, would have appreciated and approved the fine quality of workmanship, the structural strength and the enduring beauty that distinguish the Roddis Solid Core Flush Hardwood Door. But modern materials and manufacturing methods have added features that skill and artistry alone could not equal. Controlled mass production brings the Roddiscraft door within the means of the modest budget . . . makes permanence, economy and custom quality a necessity rather than a luxury. Modern designers find a wealth of decorative possibilities in the Roddiscraft door, particularly when planned in conjunction with VeriPLY hardwood plywoods.

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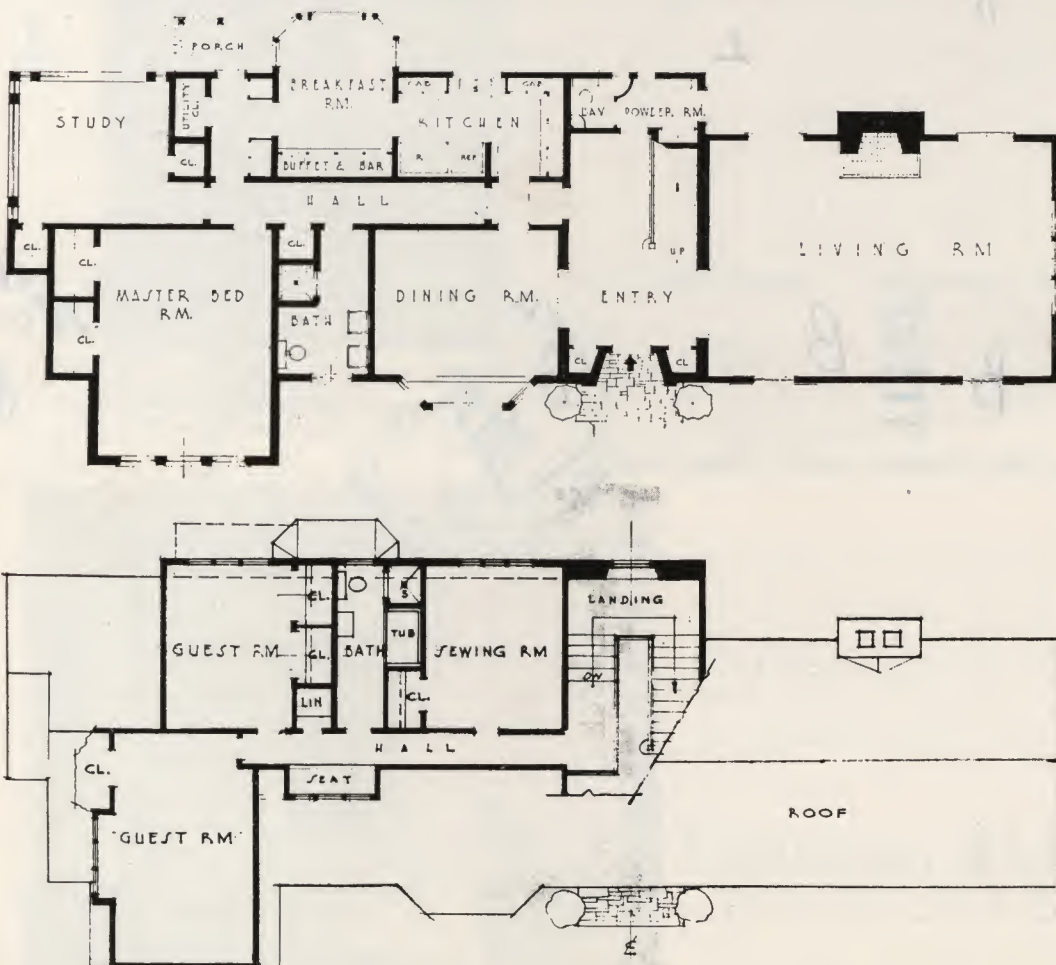
RODDISCRAFT
Doors and Door Units



VERIPLY
Plywoods



*"Everything In
Hardwoods"*



Plan 45
Napa

EDWARD CERRUTI
Architect

F. C. STOLTE
Builder

The beautiful home pictured here was built near Napa, with Basalt Rock Company's fireproof materials used almost entirely in the construction. Walls for the first floor were Basalite units; the second floor was frame and stucco. The conservative architecture of the house is greatly enhanced by the Basalite cambered shingle tile on the roof. The chimney and fireplace were of cut and hand carved Sonoma stone, with flagstones for the terraces and walks. Estimated cost of the house is \$35,000.

24 12 20
18 7 30
24



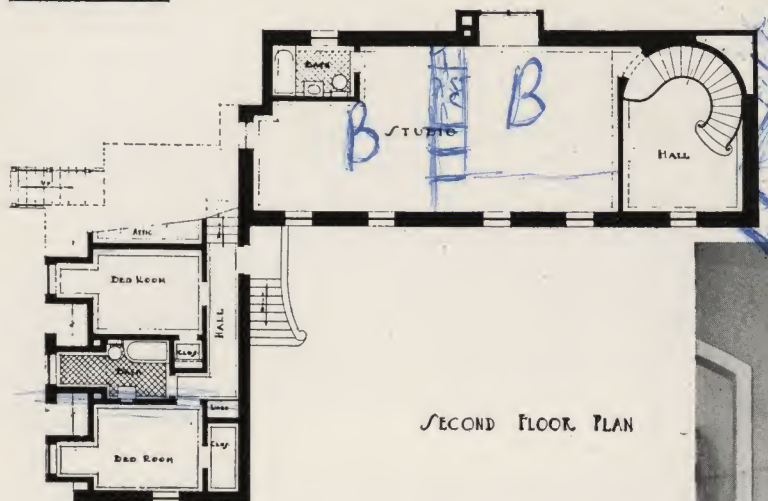
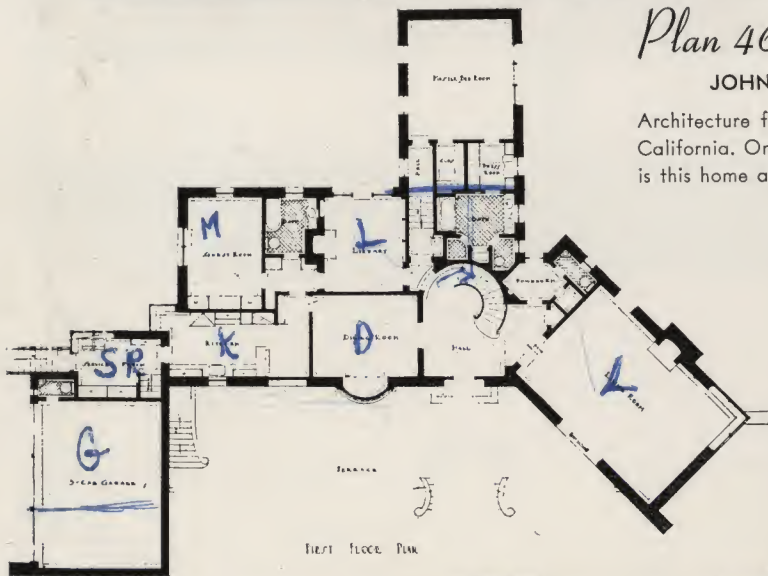
Plan 46

Brentwood Highlands

JOHN BYERS, Architect

ELLA MUIR, Associate

Architecture from practically every country in the world is represented in California. One of the finest examples of houses designed for other lands is this home adapted from those in the Bahama Islands.



The library (above) is paneled in teakwood, using plywood for the surfaces. Flooring is redwood block, with dark red marble for the fireplace.



In keeping with the owner's wishes, there is a large studio upstairs, with separate bath, as well as two bedrooms and bath. The master bedroom is on the first floor. Right is a corner of the living room.

Photos: Dapprich

17-13
104
17x5
18x11
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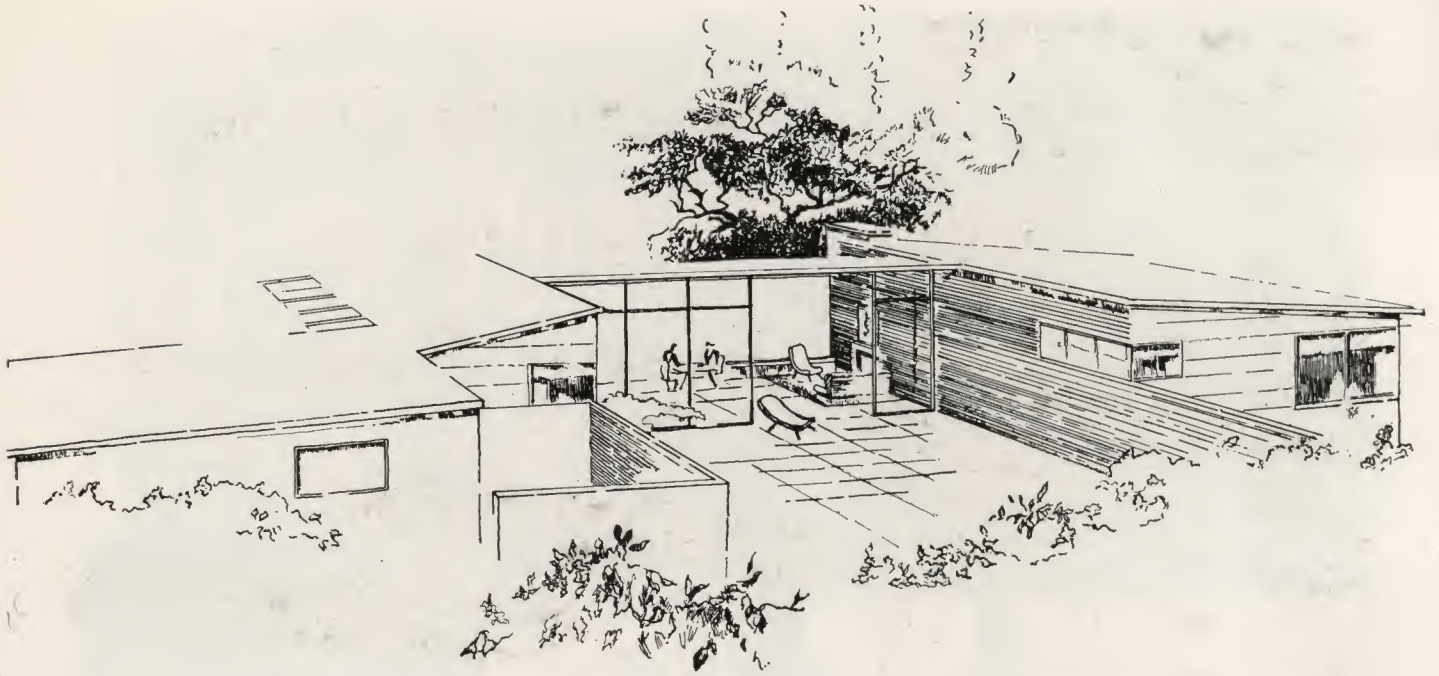
Lots of good ideas in these three booklets... all kinds of new notions for you to consider, as well as plain, sound facts you should know. Here's practical help in planning and building—right from

vacant lot on through architecture, construction, financing, interior decorating, landscaping—to help you make your future home all you desire it to be. Mail the postal card for your free copies!

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Plan 47

Post Modern

LOUIS SHOALL MILLER
Architect

Forward-looking home planners will be captivated by the sketches of a "Post Modern" house submitted by Mr. Miller. Of course, this is not a house we are "accustomed to," but when it is built—and make no mistake, there will be many built—the owners will love it.

Consider these items of unusual appeal:

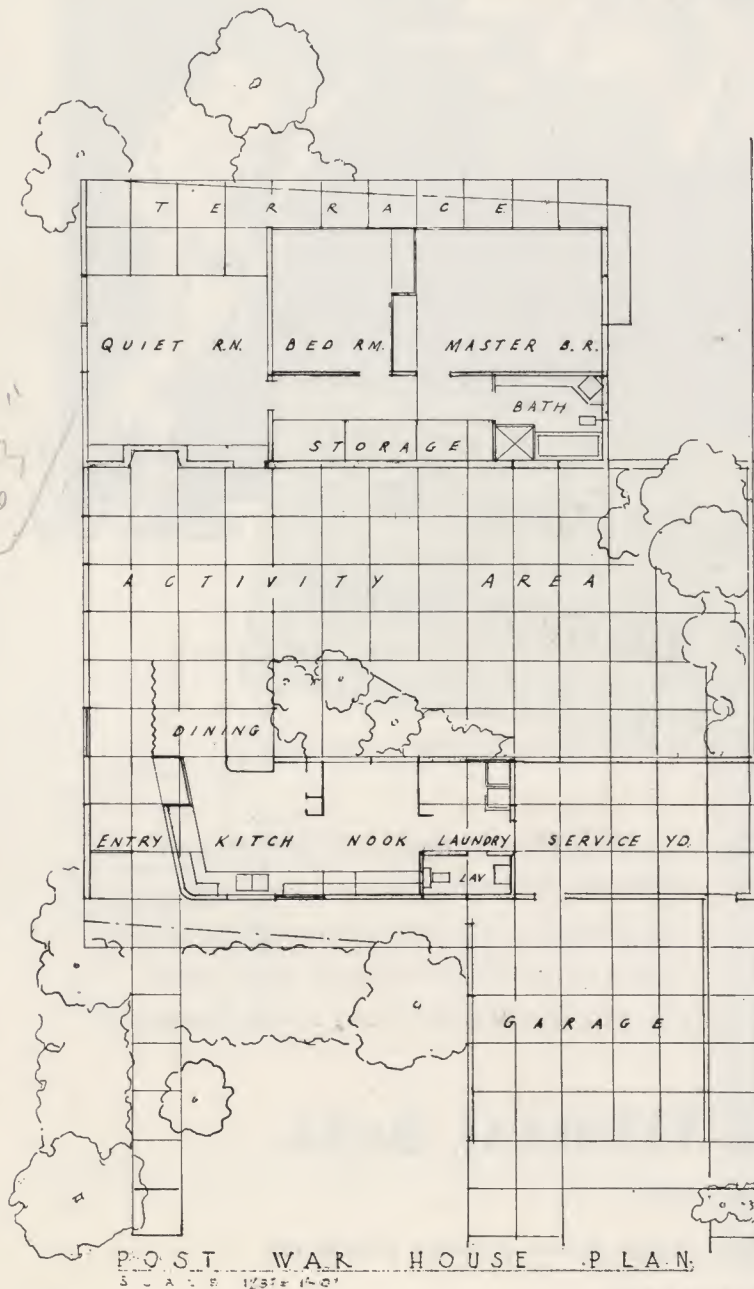
(a) The activity area. The large glass doors and windows are all that separate the enclosed activity area from the garden and tile-paved patio. The dining space is in one corner, separated from the outdoors only by glass and from the front entry by screens or cases.

(b) The kitchen and nook. The design of the kitchen allows plenty of room for the modern housewife to work comfortably; yet the breakfast nook is so much a part of the kitchen that no steps are lost in preparing a hurried meal or snack (and just think what a magnet this nook would be for midnight coffee, with a couple of close friends).

(c) The quiet room. Here is an area, entirely removed from the service quarters, that has a multitude of uses; it could be part library, sewing room or study; a music room, or a place for "just restin'."

(d) The two bedrooms, with more than enough storage and closet space, and the bathroom, with tub and separate shower.

It all adds up to a mighty sweet little dwelling. Don't you agree?



POST WAR HOUSE PLAN
S. A. E. 1257-14-01



GENERAL  ELECTRIC

Automatic Heating Equipment

NOW AVAILABLE

WITHOUT PRIORITY!

Here's good news for home builders! You can NOW enjoy the biggest single contribution to home comfort ever offered—a new General Electric Packaged Warm Air Conditioner—at a price well within your budget. And here's what you'll get:

COMFORT—No more hot living room and cold bedrooms! No more stuffy air around your head and cold air around your feet. Instead, you can now enjoy a constant circulation of clean, warm air to every corner of every room, and the removal of cool air at the same time.

SUMMER COMFORT, TOO—Because your conditioner will circulate clean, fresh air anytime.

CONVENIENCE—No more match striking, knob twisting or button poking. No more interruptions every little while to regulate the furnace. Instead, you'll have even temperatures maintained automatically, with unflinching thermostatic furnace control.

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CLEANLINESS—You'll save on housework, of course, for the spun-glass filters extract 98% of the air's dust—as much as two quarts a month!

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A SIZE FOR EVERY PURPOSE—No matter what size or style house you build, there's a General Electric Packaged Warm Air Conditioner especially designed to give you maximum comfort, convenience and cleanliness with rock-bottom economy and absolute dependability.

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WILL THE WIRING "MEASURE UP" TO THE HOUSE?



"PROPER WIRING WILL
KEEP YOUR HOME MODERN
FOR MANY YEARS!"

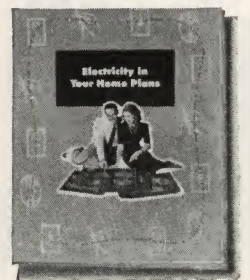
TIMES HAVE CHANGED. In your postwar home, *electrical* servants will do more and more of the drudgery that human hands used to do—cleaning, dishwashing, laundry and other tiring housework.

Now, while you are planning your new or remodeled home, is the time to insure *all* of the enjoyment of electrical living for years to come—the automatic electric cooking, effortless dishwashing and laundering, better food preservation, and other electrical conveniences!

Make sure you have *correct wiring*—the right amount

to serve all your needs for the electrical equipment you have now, and the new appliances you will have later. It will cost much less to include adequate wiring when you build or modernize than to add wiring later.

THIS BOOK WILL HELP YOU PLAN . . . Send for a free copy of the Edison Company's popular booklet "ELECTRICITY IN YOUR HOME PLANS." It contains more than one hundred electrical ideas for the modern home. Write to Southern California Edison Company Ltd., P. O. Box 351, Los Angeles 53, or use the convenient postpaid reply card at the back of this magazine.



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Don't let this happen to *Your* Plans



The Allison's were happy! At last plans for their long postponed home were materializing. Plans were drawn...the site selected...and then... **FLASH!...Fire destroyed the home of the J. B. Allison's last night...both house and contents a total loss...insurance will not nearly cover.** ★ Just another case of blasted plans for a new home through *inadequate* insurance on the old. Costs and values are up. See your Home Town Agent and make sure your insurance has kept pace with rising values.

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--	---	---

• SAN FRANCISCO • NEW YORK • CHICAGO • BOSTON • ATLANTA

CONSTRUCTION OUTLINE

- CONSTRUCTION—
Stucco and frame
- EXTERIOR FINISH—
Clear Redwood
- PORCHES, STEPS AND
WALKS—Brick
- FIREPLACE—Marble
- INTERIOR PAINT—
Fuller's
- LIGHTING FIXTURES—
Phoenix Day
- BUILDING PAPER—
Sisalkraft
- SCREENS—Bronze "Roll-
away"
- MILLWORK—White pine
- GLASS—Libby-Owens
"A"
- BATHROOM FIXTURES—
Kohler
- PLUMBING—Copper
pipes
- HEATING—
By McLaughlin, "Bilt-
well" gas furnace
- WATER HEATER—
Pittsburgh "Monarch"



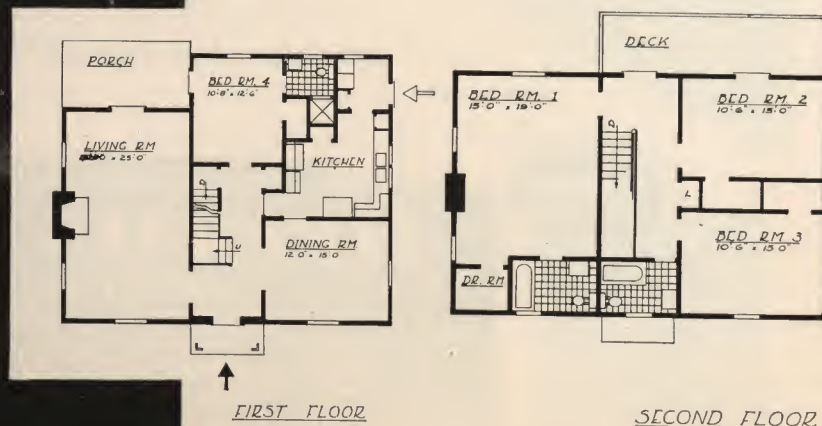
Plan 49

Palo Alto

MORGAN STEDMAN, Architect
C. W. KEMPER, Builder

To the more conservative-minded home owner the dignified, friendly atmosphere of this home in the university city of Palo Alto will appeal. It contains four bedrooms and three baths, with a total square foot area of 2,464. Estimated cost today would be \$17,250, or monthly:

\$150.⁶³



The *de luxe* quality building material at a price YOU can afford!

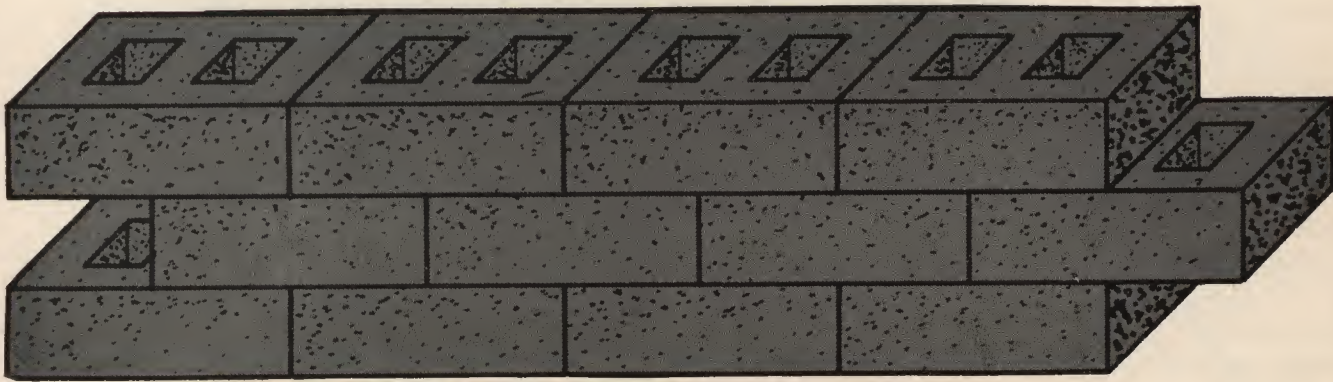
CALITE PUMICE TILE

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Calite Pumice Tile, made of lightweight pumice concrete (40% lighter than concrete) offers outstanding advantages for homebuilding. Available now in unlimited quantities. Investigate Calite Pumice Tile before you build.



FOR HOMES • FOR SCHOOLS • FOR FACTORIES, WAREHOUSES, WALK-IN FREEZE PLANTS, ETC.



CALITE PUMICE TILE GIVES YOU 12 BIG ADVANTAGES:

- 1. PERFECT INSULATION!** Lower fuel bills in winter . . . cool, comfortable in summer.
- 2. FIREPROOF!** Lower insurance rates . . . greater feeling of security.
- 3. SHOCK RESISTANT!** Will withstand much more shock from earthquake and similar shocks than any other concrete product.
- 4. SOUNDPROOF!** Reduces transmission of outside noises into the home. When used for inside partition walls, it prevents sound from traveling to other rooms.
- 5. TERMITE PROOF!**
- 6. LASTS LIFETIMES!** No other building material assures greater permanency. Can be reinforced with steel.
- 7. ATTRACTIVE!** Calite Pumice Tile buildings are extremely attractive in appearance.
- 8. LIGHTWEIGHT!** 40% lighter than concrete . . . lighter load on foundation.
- 9. INSURANCE AGAINST CRACKING!** Degree of expansion and contraction is remarkably low, insuring against cracking, normally prevalent in other materials.
- 10. PAINT WON'T PEEL!** Inside walls can be left plain, or surfaced as you desire. Plaster, stucco, and paint adhere to Calite Pumice Tile without peeling or discoloration. You can drive nails into Calite Pumice Tile . . . makes strong bond with wood.
- 11. NO UPKEEP EXPENSE!** Nothing to wear out.
- 12. LOWER COST!** Low shipping rates on Calite Pumice Tile. Calite Pumice Tile saves three-quarters over cost of mortar required with common brick. Calite Tile is low in price.

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Photos: Hitchcock

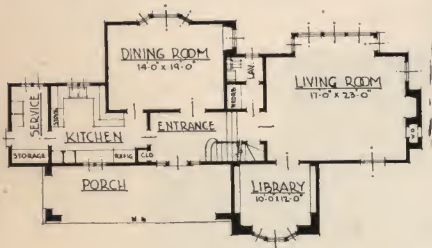


Plan 50

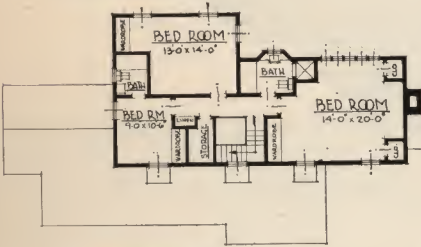
Laguna Beach

GATES W. BURROWS
Architect

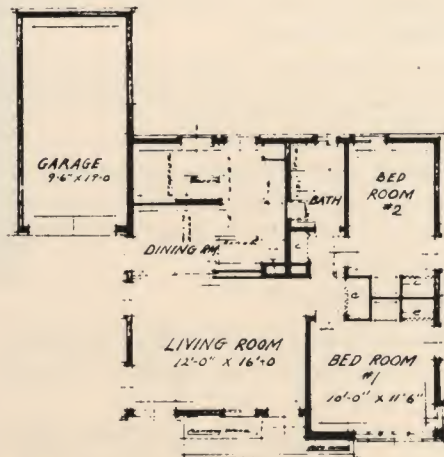
The combination of a beautiful picture of a well planned home, built at a reasonable cost, is indeed rare. Note the use of stone for the front, the roomy library off the living room (which could easily be used as a guest room), the separate stall shower in the main bathroom. Not to mention the 14' x 20' master bedroom!



FIRST FLOOR PLAN



SECOND FLOOR PLAN



Plan 50A

Marin County

VINCENT G. RANEY, Architect

Here is a "cute" modern—and very livable. The simple lines permit economical building. Yet there is comfortable living space for a couple with one child. A dinette is convenient to both living room and kitchen; there is ample space, two bedrooms, and storage space off the kitchen.

Today the architect estimates this home would cost about \$4,800 to build and contains 780 square feet. Monthly payments would be:

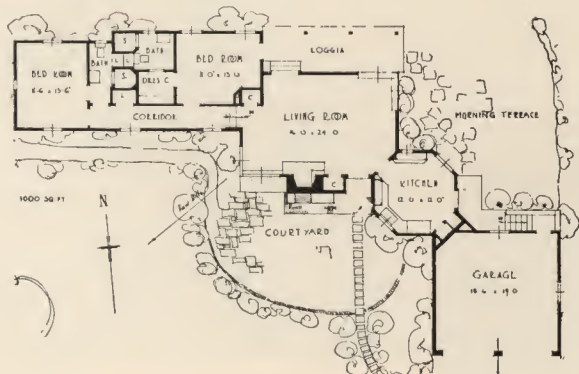
\$36.80

Los Altos
Plan 50 B



W. I. GARREN, Architect

DUDLEY CONSTRUCTION CO., Builders

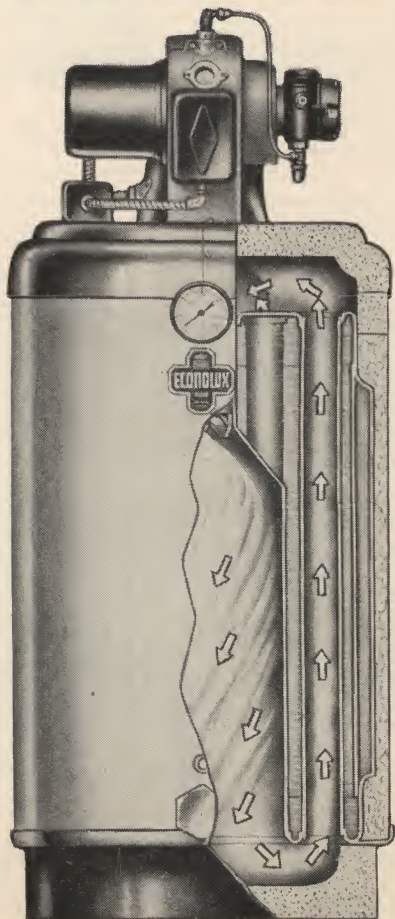


The ship-shaped weathervane spinning on the crest of the cupola and the smoke spiraling from the chimney of this California ranch house accentuate the livability of a cleverly designed home. An innovation is the octagonal kitchen, so designed to give more wall space for the placing of equipment used in the preparation of comestibles. One convenient feature is the connecting doorway between the kitchen and the garage, eliminating the necessity of trapeising into the "weather" to get in the automobile. Sleeping quarters are grouped in one section to allow free access from the living room to the courtyard and the morning terrace. The "L" shape of the ensemble gives ample space for garden and lawn.

This home contains approximately 1100 square feet of space and would cost about \$7,200 to build, with monthly payments approximately:

\$59.80

Now you can have automatic heating and automatic year-round hot water from one compact heater!



JOHNSON'S
new **ECONOLUX** heater

heats your home perfectly . . .
and supplies ample hot water too!

THIS wonderful new Johnson heater will keep your home warm and comfortable without watching, work or worry. It's completely automatic! It's dependable. It's economical to operate because it burns low cost Diesel Fuel Oil. And though it's small enough (and beautiful enough) to fit into a kitchen if need be, . . . it's built like a fine watch to give you years of quiet, faithful usefulness.

And don't forget . . . it supplies your hot water too. Summer or winter, the Econolux keeps hot water waiting at any faucet in bath, kitchen or laundry, . . . always ready and plenty of it. Are you thinking this is bound to be expensive? Then you have an agreeable surprise in store. Get comparative figures on the upkeep and the cost of an Econolux and you'll quickly see that it's the heater for your new home or your old one.

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Your Plans
send in this coupon*

Johnson Oil Burners
S. T. JOHNSON CO.
940 Arlington Ave., Oakland 8, Calif.
401 No. Broad St., Philadelphia 8, Pa.

S. T. JOHNSON CO., 940 Arlington Ave., Oakland 8, Calif.

Please tell me more about the new Econolux and when and where I can buy it.

Name..... Address.....

"Now, thank goodness, we can switch to a silent Servel,"

says *Joan Bennett* *Starring in Walter Wanger's "SCARLET STREET"*



Joan Bennett has been looking forward, like a lot of other folks, to the day when she could replace her noisy old refrigerator with a new one. "It's here," she says, "and this time our family is getting a Servel Gas Refrigerator! Friends

who've had their Servels for years never have any noise. And no big repair bills. That's the kind of refrigerator I want." If that's the kind of refrigerator *you* want, too, you'd better look into Servel today. It stays silent, lasts longer.



You can't hear a thing! That's because a tiny gas flame does the work in Servel. It circulates the refrigerant that produces cold and ice. There's not a single moving part in the freezing system to cause noise, wear or need fixing.



See the new models today — at your Gas Company. You'll be amazed how roomy they are, how they'll save you shopping time. Look, too, at the ingenious way they're arranged inside. There are just-right temperatures for meats...

for vegetables... for frozen foods. And, like the more than two million Servels that fortunate families are enjoying right now, your new Servel will give you also exclusive operating advantages. Permanent silence. Longer service.

Stays silent... lasts longer

Servel

GAS REFRIGERATOR



Other Servel Products

SERVEL ALL-YEAR GAS AIR CONDITIONER
SERVEL AUTOMATIC GAS WATER HEATER
SERVEL UNIFIED GAS KITCHENS

For Farm and Country Homes, there are models that run on Bottled Gas—Tank Gas—Kerosene. Write for complete details to Servel, Inc., Evansville, Indiana, or Servel (Canada) Ltd., 457 King Street W., Toronto 1, Ontario.



The house is designed for outdoor living adjacent to the living and dining rooms. The living room is entirely separate, and all rooms can be easily reached from the central hall. Note the large bedroom and study downstairs (12' x 15') and upstairs bedrooms (14' x 15').

Plan 51

San Mateo

MORGAN STEDMAN, Architect

CARROLL Da Mant, Builder

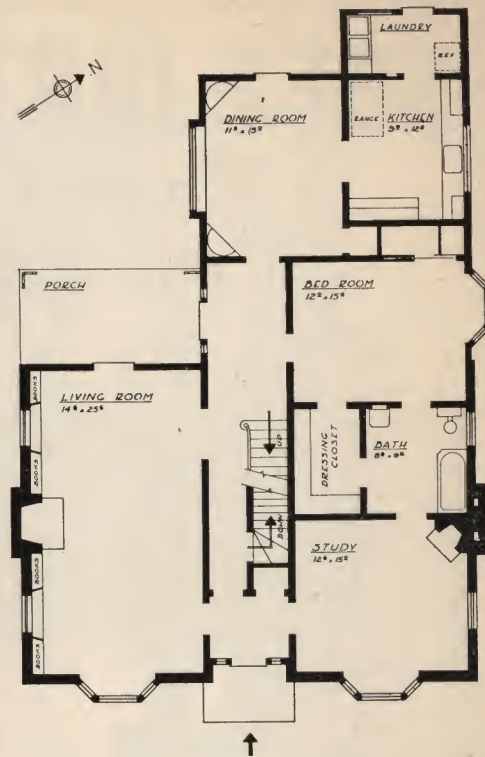
For those who prefer a traditional home, here is a charming two-story Colonial, designed for a side-hill location with the garage beneath. The exterior is brick veneer, with a California stucco finish.

Porches, steps and fireplace are brick, with flagstone terraces and walks. Oak hardwood floors are used throughout, with the exception of rubber tile floor covering in the service rooms. The house contains 2,725 square feet, and would cost about \$16,500 to build today. Financing of \$16,000 would require monthly payments of:

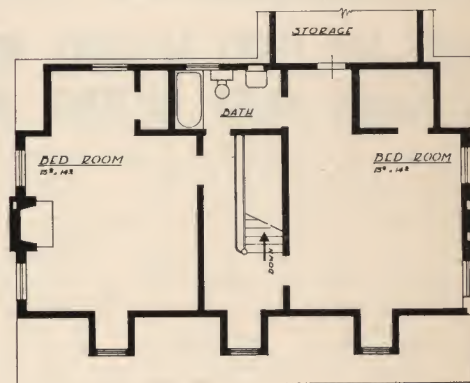
\$135.11

The living room is well planned for the comfort of those who like to read and entertain. Recessed windows permit ample light—and don't the bookshelves seem to extend a friendly invitation?

The dining room overlooks a beautiful garden through a large bay window. Abundant extra storage space for dinnerware is built into each corner.



FIRST FLOOR



SECOND FLOOR



"As the Gentle Rain from Heaven"

SOFT WATER

the *Rainier* way



SAVES

up to

- One-quarter annual cost of linens and wash clothing.
- One-half annual cost of soaps, bleaching compounds and detergents.
- One-third of annual cost of repairs to plumbing and water heating equipment.
- One-tenth of annual cost of water-heating fuel.

PRICES FROM— **\$100** FHA TERMS

Nothing down—26 months to pay

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1. Speeds up clothes washing besides saving fabrics. Clothes come out cleaner, whiter and unfaded.
2. Dishes come out glistening bright with less soap. No greasy scum.
3. Makes bathing a new delight. . . leaves skin soft, smooth and refreshed.
4. Soft water shampoo and rinse leaves hair soft and glistening.
5. Foods take on new zest when cooked in soft water. Coffee and tea, too, gain flavor.
6. Removes harsh minerals from drinking water which often cause digestive upsets.
7. Eliminates scale and deposits in pipes which cause inconvenience and expensive plumbing repair bills.
8. Makes housework easier and pleasanter. Saves time in dozens of ways for busy housewives.

Your Water Softener Soon Pays for Itself.

Sentinel

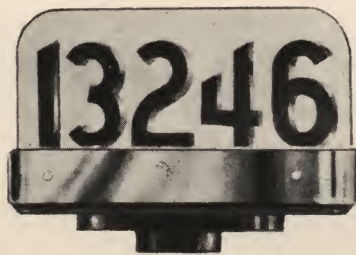
Electrically Illuminated
HOUSE NUMERALS

Complete only **\$395** Shipment Prepaid West of The Rockies

Smart! Modern!

A Great Convenience

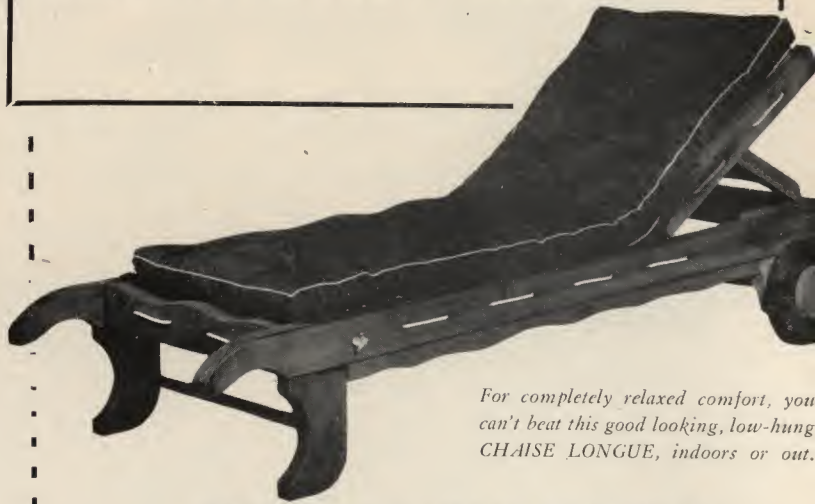
Soft, indirect light throws clean-cut numerals into sharp relief. Makes finding your home easy. Saves annoyance of strangers looking for other house numbers. Weatherproof and wear-



proof materials assure years of lasting service. Bulb operates day and night for only 2½¢ per month—saves having to remember to turn off and on. Easily installed on any house.

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For completely relaxed comfort, you can't beat this good looking, low-hung CHAISE LONGUE, indoors or out.

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The most satisfactory all-purpose furniture you can buy is this lovely California Redwood Furniture. Redwood not only has a beautiful appearance, but in addition it is impervious to the elements. It retains its rich, warm tones year in and year out, defying age and wear. All our California Redwood Furniture has gayly colored, removable pads which successfully resist the passage of time.

HIGHLY VALUED FOR INDOOR USE

California Redwood Furniture has moved indoors! Thrifty housewives have discovered that here is the ideal furniture for rumpus rooms, play rooms, enclosed porches and patios. California Redwood Furniture saves money when used indoors, due to its wear-resistant qualities. It looks better, too, and is more in keeping with the spirit of leisure hours.



This BARBECUE SET is busky, attractive and impervious to the elements. Benches are strong and comfortable.



This COCKTAIL TABLE is spacious, attractive and "steady on feet". Easily moved wherever you want it.



When company comes, a THREE-SEATER COUCH is especially handy. Between times, you'll get lots of use out of it yourself.



Here's a California Redwood LOUNGE SEAT you'll be proud to own—you'll find it useful over and over again.



A GIN RUMMY seat is novel, intimate and as useful as it is smart.

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Use the Convenient Post Card in Back of Book for Further Information.



Photos:
Woodcock

Plan 52

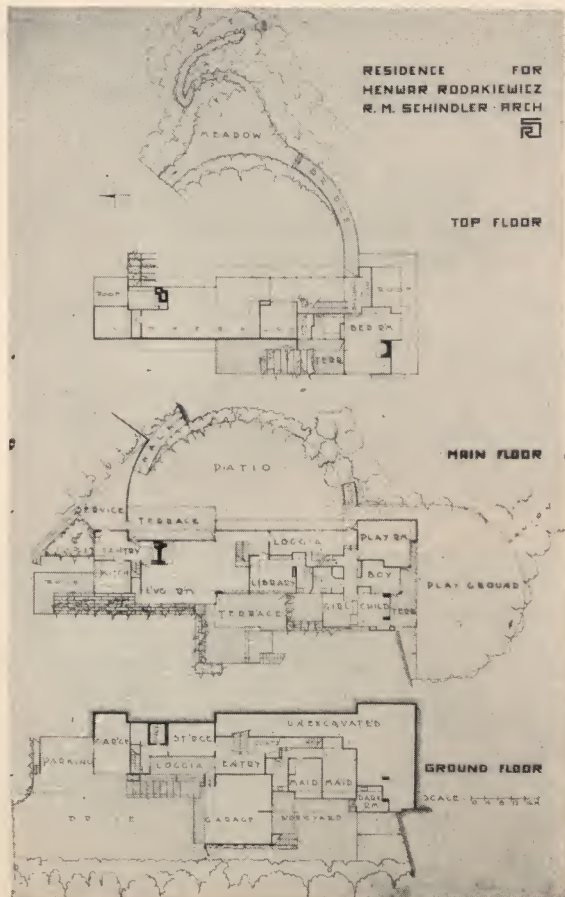
Beverly Hills

R. M. SCHINDLER, Architect

The home is built on an acre site at the foot of a small canyon, with an outlook towards the ocean. The night photograph, shown above, illustrates in an unusual manner the patio which adjoins the loggia. The children's rooms are near their playground.

The living room faces the ocean on one side, and the patio on the other. The usual hallway that connects bedrooms on the second floor was developed into a flower room with one wall facing the patio. This was formed of plate glass sheets twelve feet high (shown in the upper picture). The master bedroom is placed on top of the house and connects with the garden by means of a bridge across the patio.

Construction is wood frame, with stucco finish and beachwood trim. The roofs are composition, with steel sash window frames. All lighting is concealed. The kitchen has bak-a-namel wainscoting. Below is a view of the house from the front, which contains about 3,800 square feet of floor space.



Plan 53

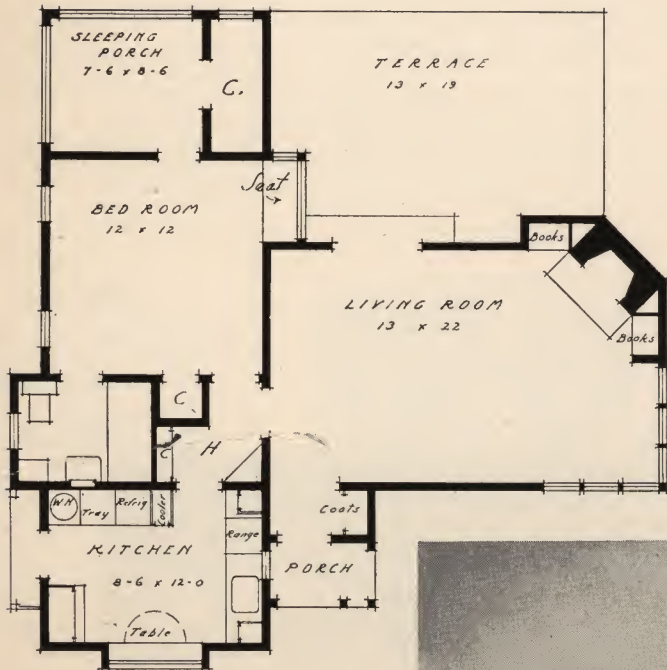
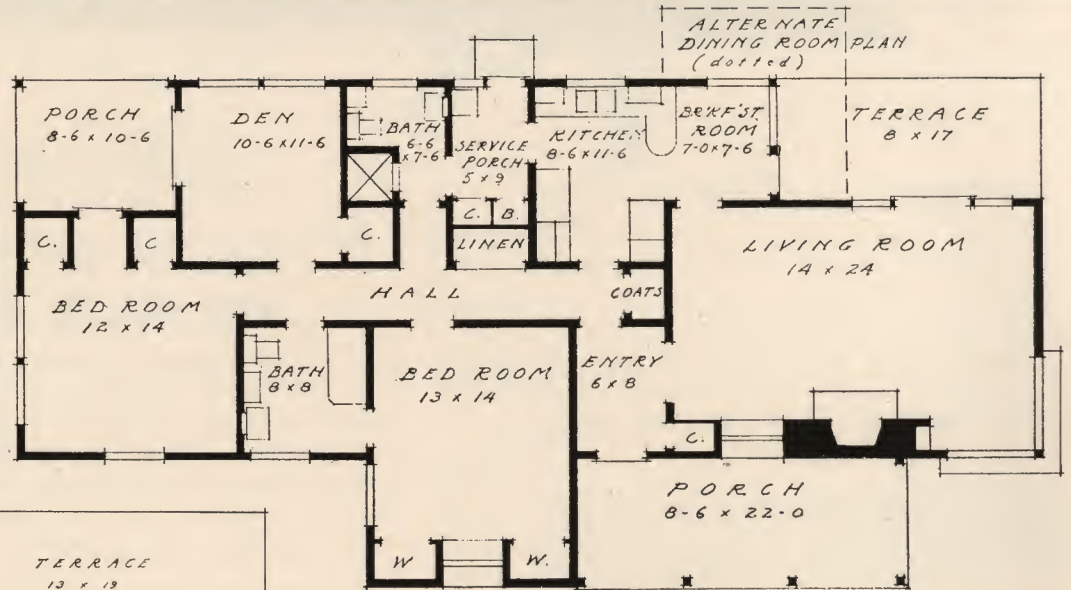
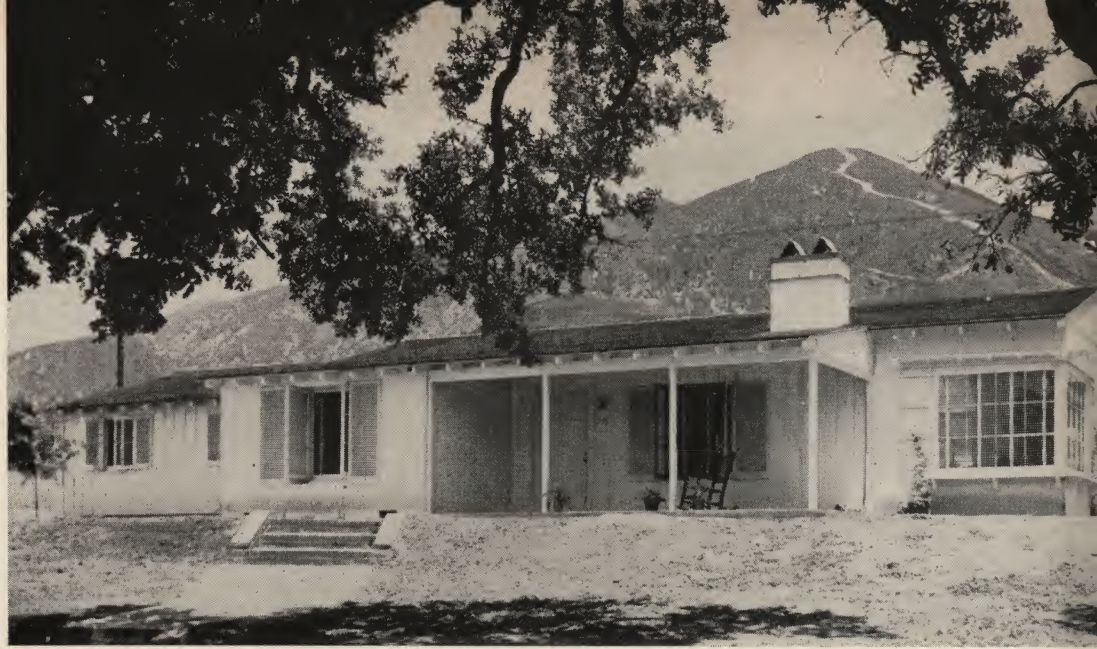
Sien Madre

KENNETH A. GORDON
Architect

C. O. SAUCERMAN
Builder

The popular California Ranch house, pictured at the left, has large windows throughout, and three porches for outdoor living. There is good circulation from the small, central hall, and the breakfast room could easily be enlarged to a dining room for a large family. The house contains 1,740 square feet of floor space, which at a cost of \$10,500 would call for monthly payments of about:

\$88.71



Plan 54

Pasadena

KENNETH A. GORDON, Architect
C. O. SAUCERMAN, Builder

The plan for the house at the left and below is designed for a person living alone. It is compact, economical and easily cared for, and would cost about \$6,000 to build today. Each room has cross ventilation, and the wide terrace to the rear faces the garden. There is a breakfast table under the kitchen window. Note the attractive corner fireplace with the built-in bookshelves on each side. The house contains 1,007 square feet of space. Monthly payments would be about:

\$57.72



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1203 Burlingame Ave., Burlingame

Plan 55

Menlo Park

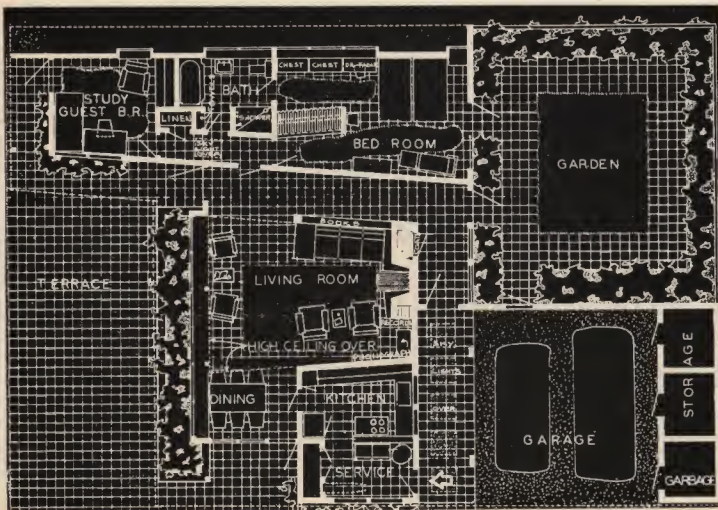
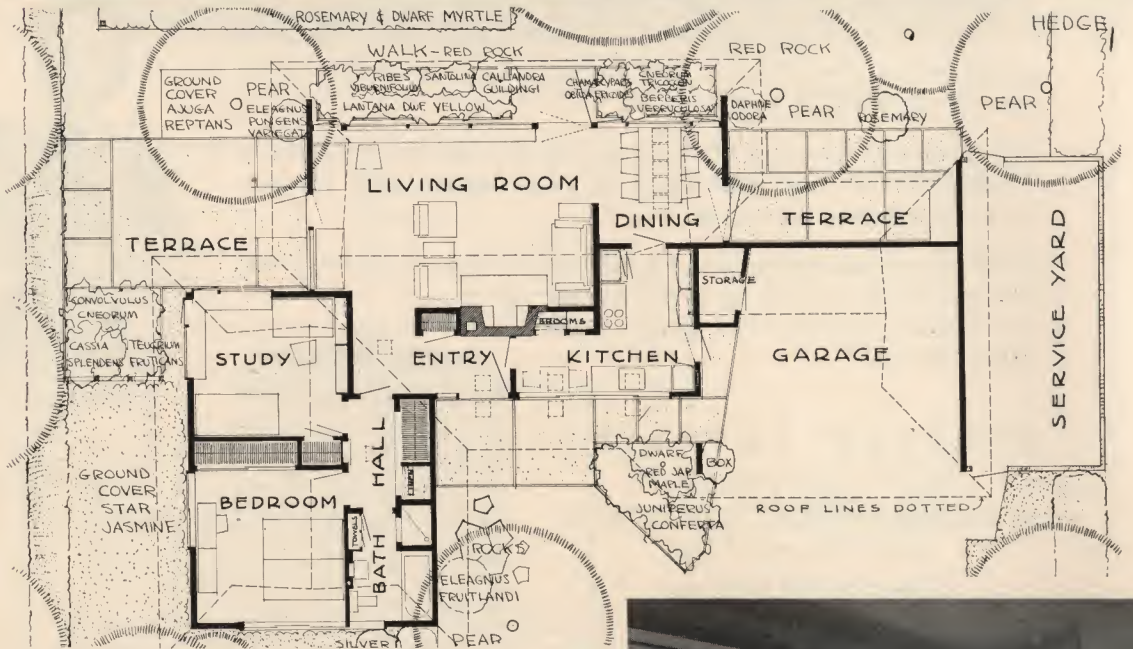
FREDERICK L. LANGHORST
Architect

LOIS LANGHORST
Associate

GARRETT ECKBO
Landscape Architect

That Mr. Langhorst is in the forefront of designers for today's living is evident in his house already built, the other projected. His works are modern, yet not extreme. Witness: the home at the top of the page avoids a flat roof; it just wouldn't fit. The windows in the living room (pictured at the right) are large, yes; but they do not reach fully to the floor. Throughout the plan it will be observed that a great deal of thought has been given to tying in the indoors with the out-of-doors, and at the same time retaining efficient inside circulation. Exterior is wood siding, oil stained; interior is natural finish redwood. Lighting is flush or indirect, heating forced warm air by Aladdin. At a cost of \$9,600 (1,400 square feet), monthly payments would be about:

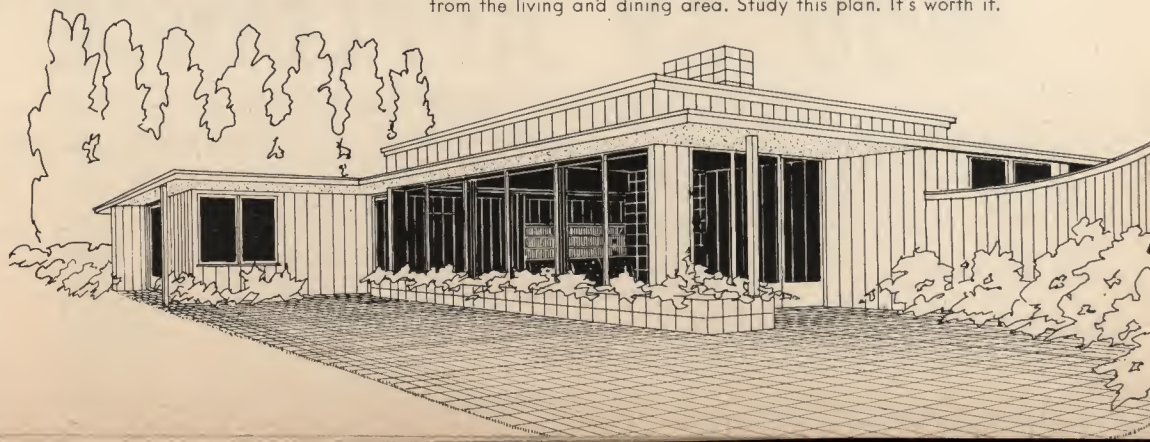
\$80.⁹²



Plan 56

FREDERICK L. LANGHORST, Architect

Ideas, ideas, ideas. There are a hundred in this plan alone. One drives into the covered car-port, alights, and can enter service porch, kitchen, or main gate. Through the gate at the right is the garden; at the left a long vista, the length of the house, ending in the outdoor living terrace (see drawing below). Sleeping quarters are entirely separated from the living and dining area. Study this plan. It's worth it.





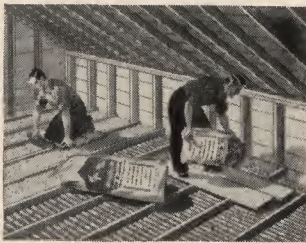
ONLY ZONOLITE MEETS EVERY INSULATION NEED

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throughout your home you are assured insulation that is the best obtainable . . . fireproof, rotproof, rodent proof, termite proof, a non-conductor of electricity and chemically inert. It is permanent as the earth itself.

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Zonolite Insulating Plaster Aggregate is used in place of sand to make a plaster which weighs one-third the weight of ordinary plaster, eliminating tons of needless load in the home and thereby reducing "settling."

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Zonolite Plaster Walls can be decorated the same as ordinary plaster.

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FOR BERMUDA TYPE ROOFS
Picture at top of page shows a Zonolite Bermuda type roof providing an attractive, fireproof, insulating surface that fully protects and lengthens the life of underlying waterproofing.

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Bermuda type roofs of lasting beauty can be obtained with Zonolite Concrete Slabs.

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Trowels over walls and ceilings to reduce noise. Can be used for new construction, or right on present surfaces. Existing architectural or decorative designs need not be sacrificed. Assures sound absorbing ceilings (and walls) . . . at low cost . . . wherever quiet is particularly desirable in the home . . . living room, library, bedrooms, recreation room, music room, etc. It is permanent . . . fireproof . . . and can be integrally waterproofed for use in the vicinity of swimming pools or where damp conditions exist.



Zonolite Acoustical Plastic can be decorated with water-thinned or casein paints.



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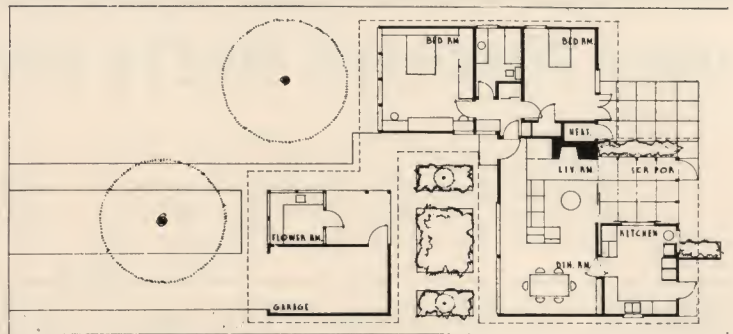
Two Pasadena Houses by Whitney Smith

Modern to an "nth" degree, these two plans combine a simplicity in design with an indoor-outdoor living theme that is duplicated by few architects.

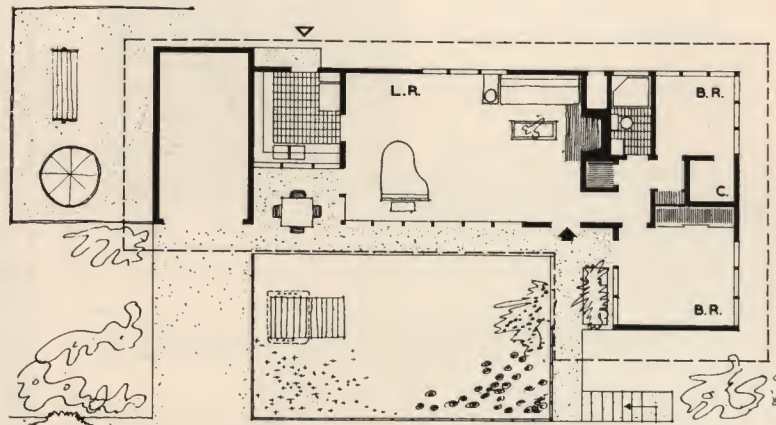
Plan 57

WHITNEY R. SMITH
Architect
STRATING & CLEMENCE
Builders

Mr. Smith states: "The house is proof that a clean-cut modern house need not have any of the eccentricities or earmarks by which the public has come to know and date modern work. No corner windows, flat roofs, or glass brick are necessary to disguise or enhance it."



Exterior is stucco and redwood siding; interior stucco and mahogany plywood. The entire house floor is a concrete slab providing an economical fireproof and termite proof floor. The house contains 1,150 square feet, would cost \$6,900 to build today, or per month: **\$57.34**



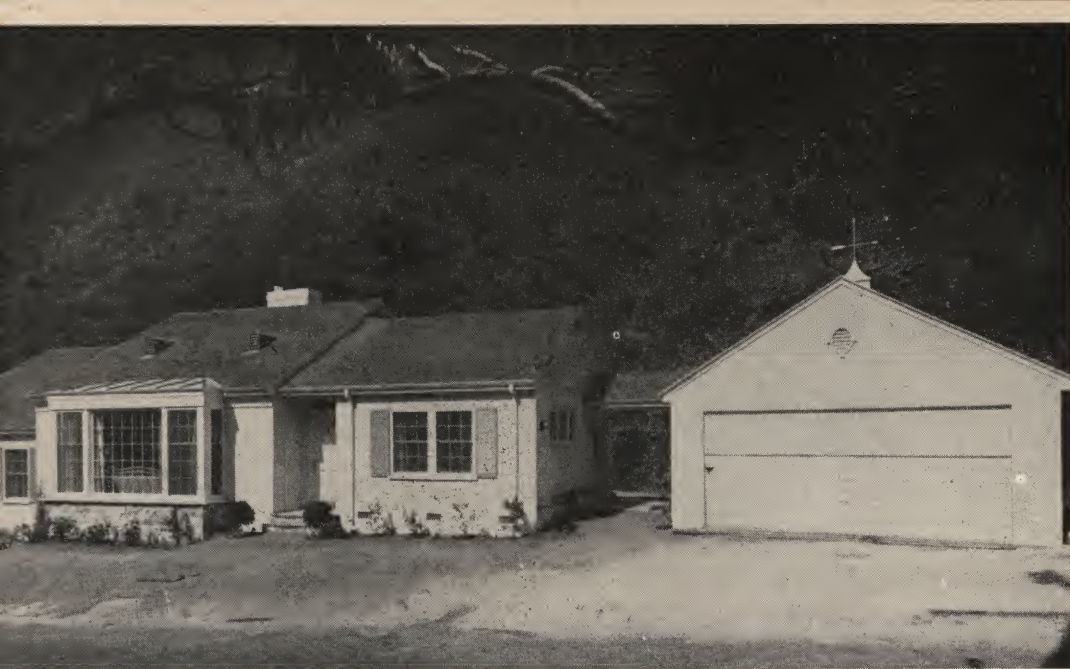
Plan 58

WHITNEY R. SMITH
Architect
L. E. SHEPARD & CO.
Builders

The living room is practically an integral part of the outside garden. The terrace and garden floor is level with the house floor, which accentuates the visual extension of living space. The outside living room is surrounded with plastic, translucent "cello-glass," which screens the area from the street but still permits the sun's rays to reach the flowers.

At a cost of \$6,000 (1,000 square feet), monthly payments on the house would be: **\$49.86**





Two Bedroom Homes with a Den

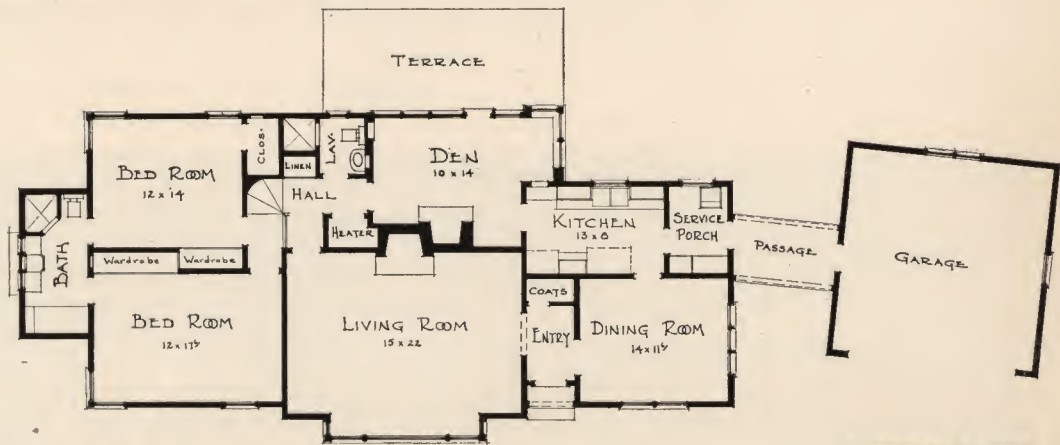
Here are examples of how two different architects have handled similar problems for similar accommodations in entirely different manners. Note that each house has a living room and den (each with fireplace), two bedrooms with bath, and kitchen.

Plan 59 Los Angeles

E. M. BUSSARD
Architect
M. J. BUSSARD
Builder

The house was built on a narrow lot with a view from the den. There is a pass shelf from kitchen to den for serving snacks. At an estimated cost of \$10,800 (contains 2,100 square feet), monthly payments on the home would be:

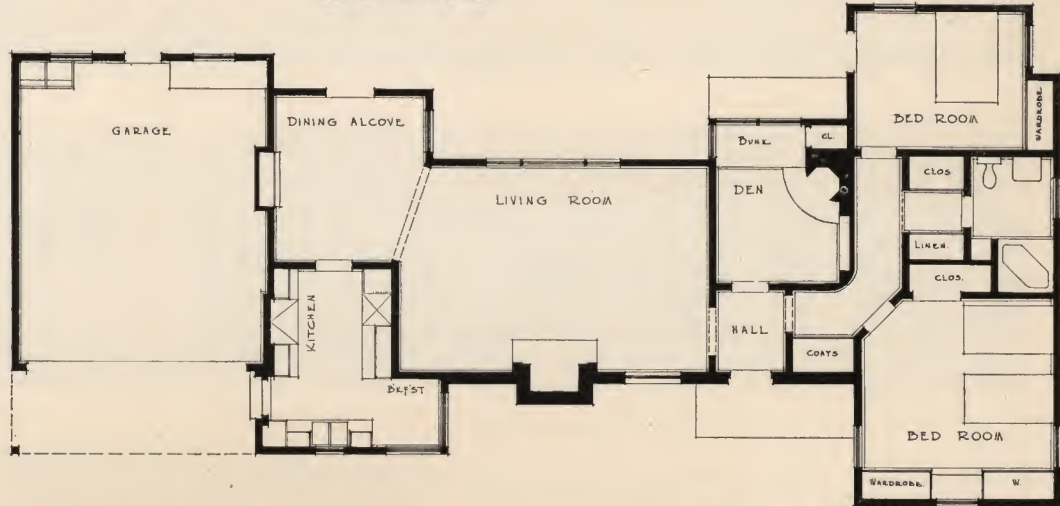
\$91.25



Plan 60 Mandeville Canyon

EDLA MUIR
Architect

Interesting in this treatment is the cosy den off of the entrance hall, which is planned par-



Photos: Berne



tially to be used as a spare guest room. The separate fireplace and bunk beds complete the picture. Unusually ample closet space has been provided, as will be seen from the wardrobes and closets in both bedrooms and off of the hallway. By grouping all of the sleeping quarters to the right of the entrance hall, that section is kept entirely separate from the living and dining areas.



Three Interesting Berkeley Homes by Paul Hammarberg

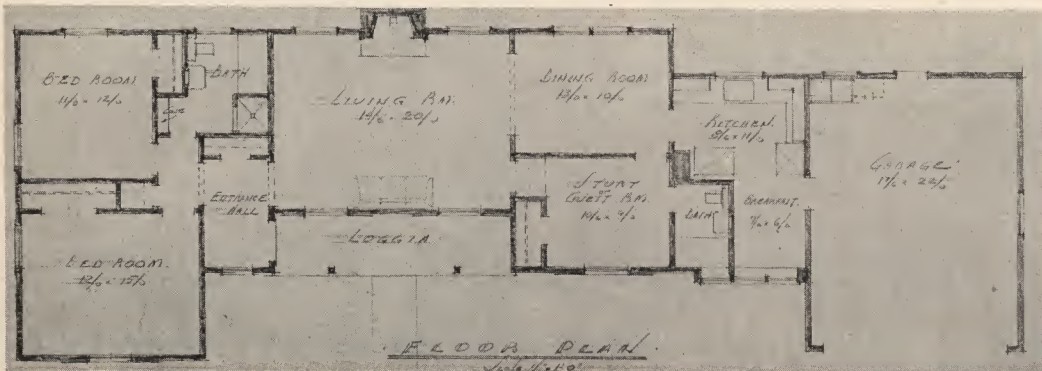
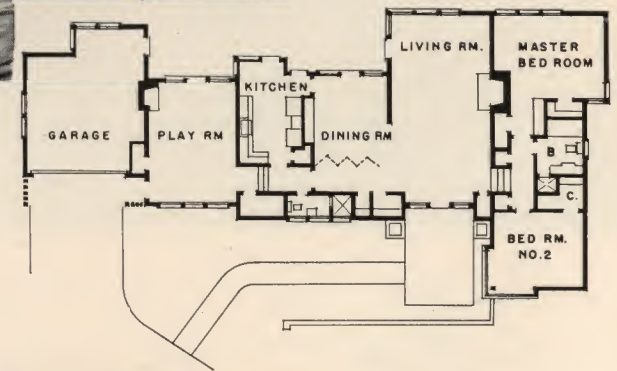
Photos: Waters & Hainlin

Plan 61

PAUL HAMMARBERG
Architect

Among the younger architects in California, Mr. Hammarberg is one whose residential work is being widely recognized by many home builders. Perhaps part of the reason that he leans toward residential work is that it sort of "runs in the family," as Mr. Hammarberg's father has been for many years recognized as one of the outstanding builders of this area. The house pictured above contains 1,840 square feet, costs \$12,200 to build, and would cost monthly about:

\$103.08



Plan 62

At the left is a good plan for a two bedroom, plus guest room, ranch house. There is a separate stall shower in the bathroom, an extra bathroom off of the study or guest room, a separate breakfast room, and easy access to the house from the double garage. The entrance hall with large coat closet is an added convenience.

It is estimated that this house would cost \$8,500 to build today (contains 1,430 square feet), or monthly:

\$70.64



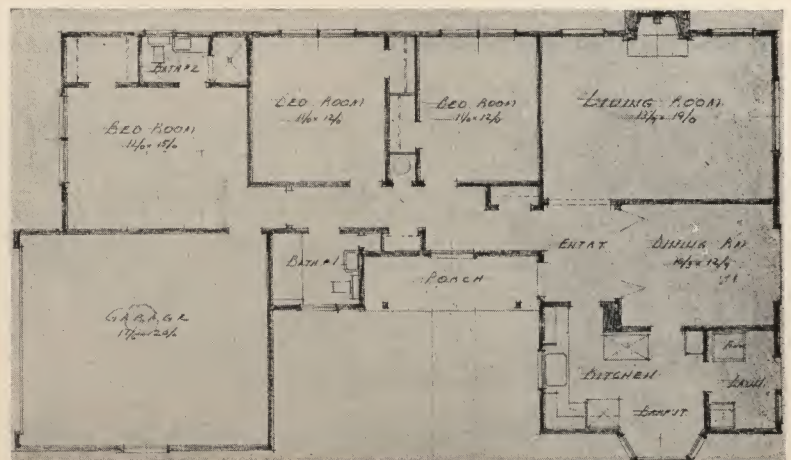
Plan 63

Here is a three bedroom home that can be built at very reasonable cost at today's prices, \$8,300. How, you ask? By simplifying the construction with straight lines.

Noteworthy features include: (1) the complete grouping of the bedrooms and baths away from the living quarters, (2) the large closet space, (3) the sunny, all glass breakfast nook in the kitchen, (4) the living room to the rear, away from other house activities, (5) the wide folding doors for the dining room so that it can be shielded during meal preparation and then opened wide for guests at dinnertime.

Containing 1,420 square feet of floor space, monthly payments would be:

\$68.97



... to those who want the

Best HOUSE

that money can buy

You're planning to build a house. It's a delightful and interesting experience. After all, this is probably the largest investment you and your family will make in a lifetime. You want your home to have the latest of ideas, in room arrangement, materials and equipment. Still, it must not cost too much; it ruins all the fun if you have to strain to carry a house you can't afford.

Do you know what this is all leading up to? Simply to the fact that you are taking a terrific gamble if you are planning to build a house today, or tomorrow, without the services of an architect. Of course, if you have the five, or ten, or fifteen thousand dollars to gamble, that's your privilege. But few of us have. This message is addressed to those who want the best house that money can buy, and still at reasonable cost. If that's you, then think about the following:

You select your building site. You love the location; or is that other lot on the hill better? And should the house be to the rear of the property? Your architect will visit your site, help you select it and fit the house to the lot.

You plan your house. This is lots of fun. But where should Junior's room be; and how about a hobby room for Dad and a snappy, bright kitchen for Mother? Your architect will fit your house to your family, **and** to your pocketbook.

You decide about the materials and equipment. Sounds easy. But do you know enough about new materials and methods to form an expert decision? Do you know the comparative advantages of brick, pine, redwood, concrete, adobe, steel, plywood and the host of other materials available? Your architect is an expert. He has gone through a long technical and practical training of study and design. He knows the profession of building, just as your doctor knows the profession of medicine.

You find a builder. Here alone, without going any further, your architect can, and probably will, save the entire fee you pay him.

He will call for bids on your house (from builders he knows are reputable—you might not know), and the probabilities are that there will be an appreciable difference in the bids. Well, your architect's fee is normally 10 per cent; so his services have, in the last analysis, cost you nothing. Not a bad deal.

And now (finally, thank goodness!) you're ready to begin. Well, from here on out, what does your architect do?

He's your five-star general. Your architect:

- ★ Sees that the right materials of good quality are specified and used.
- ★ Acts as your personal representative until the house is finished. He has your interests, and **only your** interests at heart.
- ★ Approves payments on the building during its progress, and makes sure that everything is done according to contract.
- ★ Approves acceptance of the building, only after everything has passed inspection, and faults, if any, corrected.
- ★ Puts into your house so many plus values in better resale value, longer life, and good and efficient design that, honestly, you can't afford **not** to have an architect if you plan to build. See one.

A descriptive booklet, which outlines in more detail the many ways in which an architect can serve you in planning your new home, will be mailed to readers at no cost. Simply forward the card enclosed in the back of this book.

The above message is sponsored, as an educational activity to encourage better building, by the

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**Be Sure
YOUR NEW HOME
HAS LOW COST**



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SHUT out cold winds! Protect sheathing and wood framework from rotting! Insist on SISALKRAFT nailed over the sheathing and used as flashing around window and door openings. This sisal fibre reenforced paper is wind-and-weather-proof! Its tear-resistant toughness assures an *intact* protective-barrier that stops wind and weather.

UNDER STUCCO, or Without Wood Sheathing



SPECIALY treated to resist shrinkage, dry-rot, mildew, and fungus growth, Sisalkraft permanently protects against air leakage and moisture penetration. Easily and quickly applied, even around corners, without rips, tears or punctures. No back patching. Tough and strong, Sisalkraft will not sag or break, even when used without wood sheathing... assures stucco of uniform thickness, less likely to crack and cause leaks.

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Be sure your basement floor will be dry. Have your builder lay SISALKRAFT over the fill before concrete is poured. SISALKRAFT under the concrete prevents cement from seeping into ground and weakening the concrete; and over the concrete after it is poured. The reasons for covering fresh concrete are given in the next paragraph.

OVER NEWLY-POURED CONCRETE



Your basement floor will be hard and dust-free if SISALKRAFT is laid over the concrete a few hours after it is poured. Concrete garage floors and driveways, too, should have SISALKRAFT under and over the concrete.

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Be Sure of Greater Home Comfort!

Your new home is probably one of the biggest investments of your lifetime! Protect it with time-tested SISALKRAFT. The cost of SISALKRAFT is negligible. Its benefits are lasting. Ask your local lumber dealer — or mail the coupon — for folders on SISALKRAFT in home construction.

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Please send folder on SISALKRAFT
Building Paper for home construction.

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City..... State.....



Plan 64

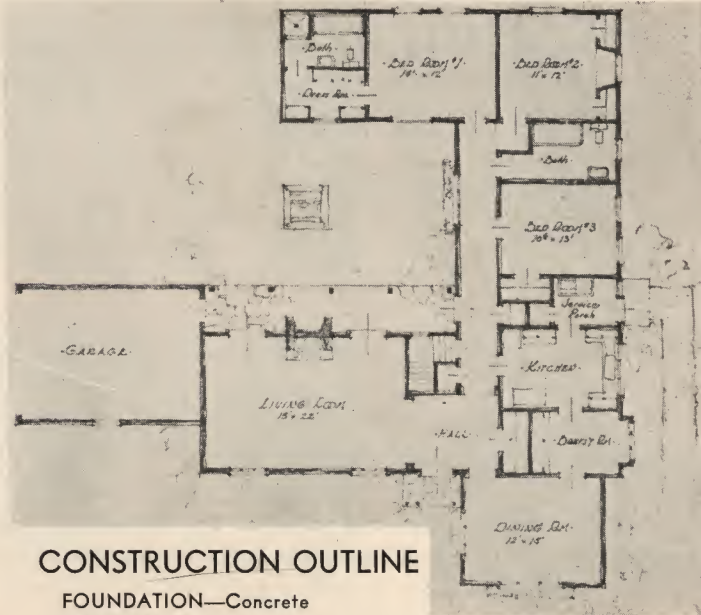
Belle Haven

CHAS. E. DALY, Builder

There is a "lot of house" for under \$10,000 in this Monterey Colonial design for Belle Haven, on the San Francisco Peninsula. Some of the "must" features so desired by today's home owners include: the enclosed patio to the rear, which is immediately accessible to either the living room or bedrooms; the double fireplace, which provides a fireplace in the living room and a barbecue pit in the indoor-outdoor porch to the rear; the large dining room and separate breakfast room, and the three bedrooms and two baths, with separate dressing room for the master suite.

The home contains 1,750 square feet, which at an estimated cost of \$9,000 would require monthly payments of approximately:

\$80.92



CONSTRUCTION OUTLINE

FOUNDATION—Concrete

EXTERIOR—Rustic and stucco

ROOF—Thick shakes

FLOORS—Random width oak in living room

KITCHEN—St. Charles custombuilt steel, linoleum floors

HEATING—Day and Night Panel Ray, gas wall heaters

BATHROOM—Crane fixtures, Colotyle walls

FIREPLACE—Brick

BUILDING PAPER—Sisalkraft

INTERIOR WALLS—Sheetrock

BUILDING

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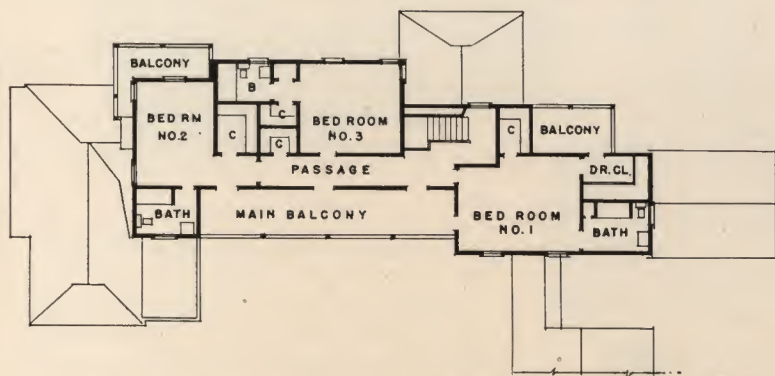
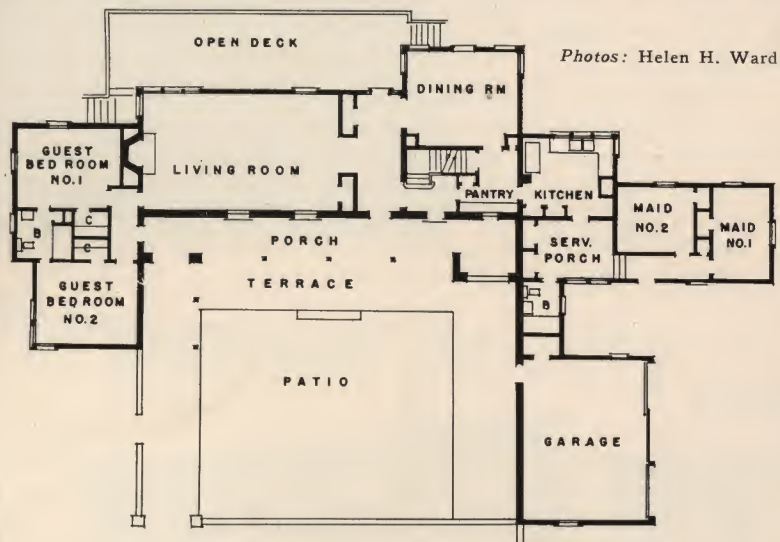
2009 Shattuck Avenue
BERKELEY 4, California
Phone Thornwall 9748



Plan 65 Los Altos

ALBERT FARR and
J. FRANCIS WARD
Architects

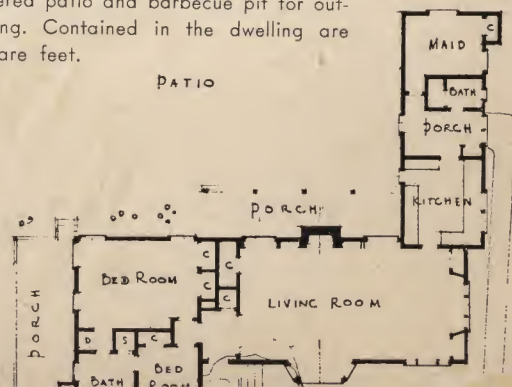
Farr and Ward have done a great variety of interesting houses in many parts of America, but no two reflect the California feeling and tradition more than those reproduced on this page. The pictures at the left and below are of a Los Altos estate in the shadow of the Santa Cruz mountains. The house contains 4,500 square feet of floor space; the estate includes private bathing solarium, guest cottage, tennis courts and extensive gardens.



Plan 66

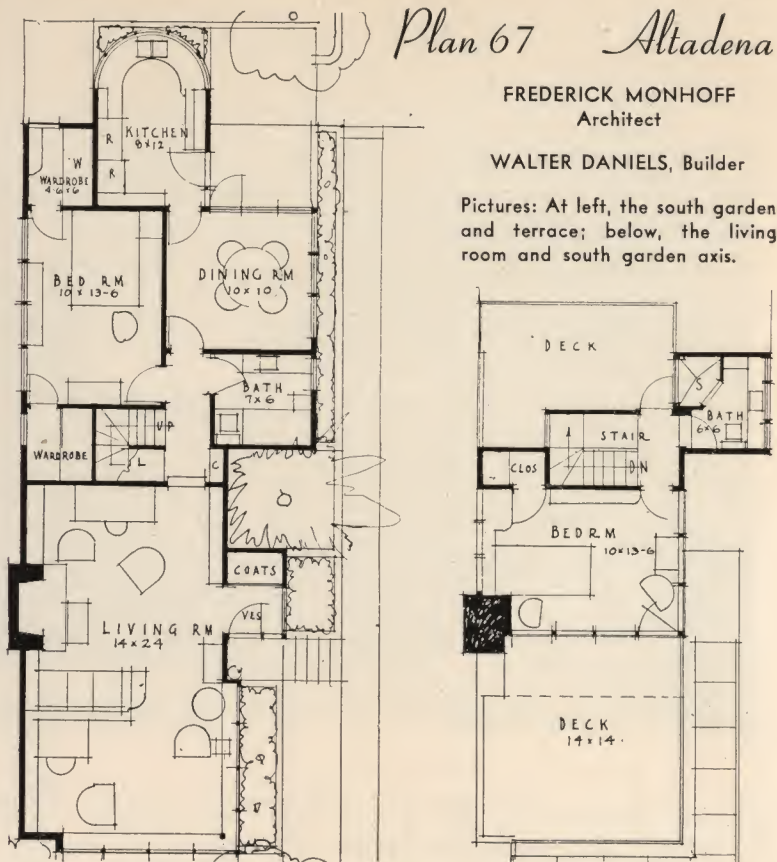
Marin County

This small ranch house, built on a gently sloping knoll, has a splendid view of Mt. Tamalpais, and contains many provisions for living out-of-doors during most of the year. To the rear of the living room is a sheltered patio and barbecue pit for outdoor dining. Contained in the dwelling are 1,650 square feet.





Photos: Shulman



The architect has met the challenge presented by a narrow lot in an unusually interesting manner. The spacious living room has ample light, there is more than enough closet space for each bedroom, and two baths, upstairs and down. Note also the shaded decks, both to the front and rear on the upstairs floor.

The house contains 1,300 square feet of floor space, which at a cost of \$7,000 would call for monthly payments of about:

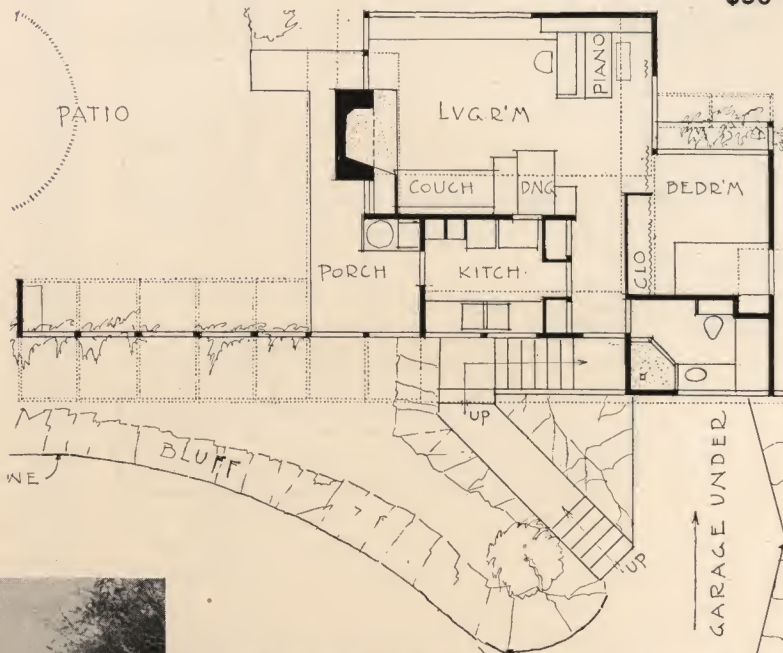
\$58.17



Plan 68 Los Angeles

R. M. SCHINDLER, Architect

Unusual? Yes. Extreme? No; just practical for the site. That is the only way to describe this Hollywood



home for a writer wanting seclusion, for a home built under defense housing restrictions.

The top of the ridge was flattened for the patio. All rooms have an unobstructed view. The concrete footings were made as small as possible with house cantilevering over them. Rafter are cantilevered across supporting partitions and rest on each other, forming three steps and ceiling heights across the building.

Exterior is gray-green stucco and wood stained. Interior was woodstained the same shade as the exterior. Containing only 670 square feet, the house cost \$3,100, or per month:

\$23.30



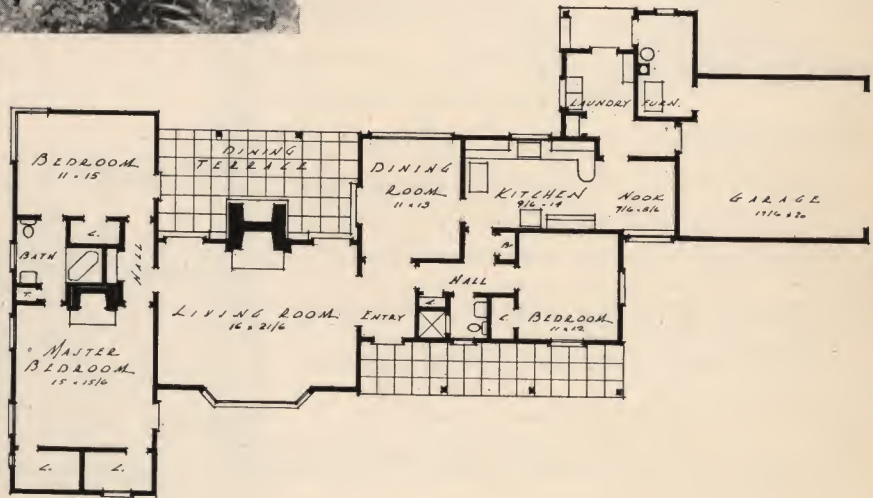
Plan 69

Alamo

IRWIN JOHNSON, Architect

Alamo is the kind of a town in Contra Costa County, out near the foot of Mt. Diablo, where you want to live out-of-doors in the style of the Spaniards and early Californians who lived there a century ago. Hence the house is designed in the tradition of the area. It was built for man and wife, a rambling country home, with rustic finish of wood frame and shakes. Estimated cost is \$9,000, or monthly about:

\$76.04



Permanent Beauty

INSIDE

KRAFTILE
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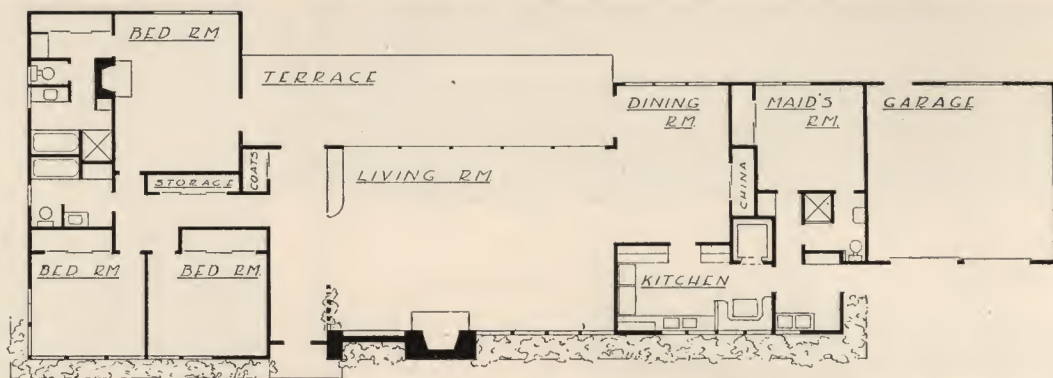
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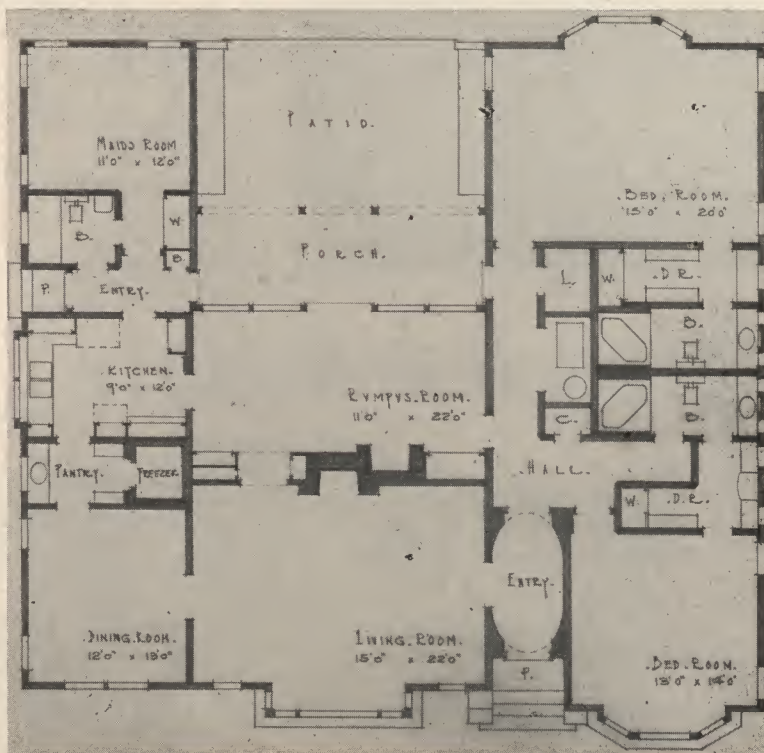
Plan 70
Home for Tomorrow

MORGAN STEDMAN
Architect



This long, low house for tomorrow is designed to take advantage of garden and view. The living, dining and master bedroom all open directly onto terrace. The fireplace is located on the front wall to give an unbroken glass area toward garden. Kitchen has ample space of breakfast alcove. It also contains a walk-in refrigerator, with quick freeze and storage divisions. The toilet off the maid's room is accessible from the laundry as well, convenient for use when coming in from garden work. This bathroom is vented by means of a skylight.

The house is to be finished with redwood siding, shake roof, and to have chimney and planting boxes constructed of "Carmel" stone (chalk rock). The master bedroom is to have fireplace and dressing room. Ample storage space is provided throughout.



Plan 71 *Palos Verdes*

GEORGE MORLAN, Architect

Many features are noteworthy in this house, designed among many others by Mr. Morlan for beautiful Palos Verdes, on the coast west of Los Angeles. For instance, the rumpus room directly behind the more formal living room is large enough to entertain a number of friends on a warm summer evening. The fireplace in the rumpus room can also be used as a barbecue oven.

Another function for the rumpus room is the oft-neglected feature that housewife, children or maid can go from the kitchen and service part of the house to the bathroom and sleeping quarters without passing through the living room when guests are present.

The patio is enclosed on three sides, excellent for sun bathing, and accessible to bedrooms, living and rumpus rooms.





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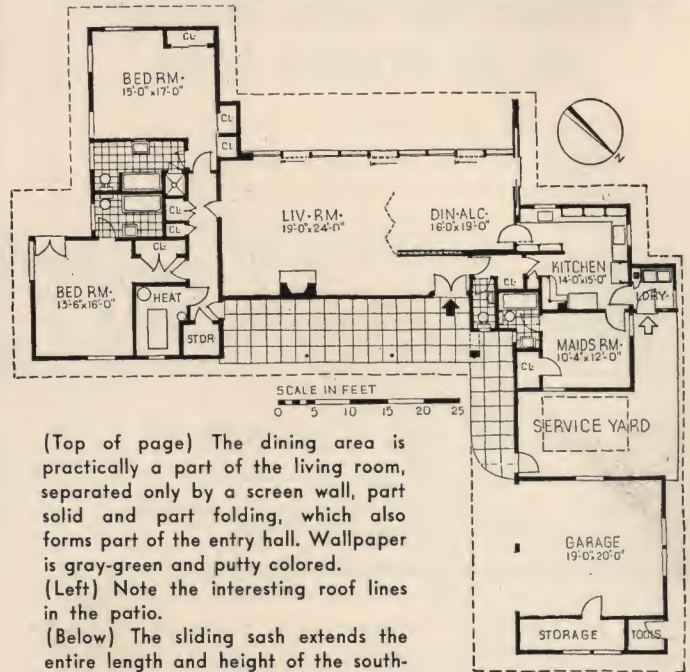
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LOS ANGELES OFFICE SAN FRANCISCO OFFICE

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Plan 72

Ross

HARVEY PARKE CLARK, Architect
 BUTLER STURTEVANT, Landscape Architect

The house shown here was designed for an elderly lady who wanted a home planned for today and tomorrow, not for yesterday. That Mr. Clark complied with her wishes to an eminent degree is evident.

Most homes in Marin County are built on knolls, and this is no exception. The driveway has a 17 per cent grade, but the goal is worth it. The house commands a beautiful view of Mt. Tamalpais, and is surrounded with live oaks.

The entrance porch walls are terra cotta red stucco, with the walls of the house a neutral gray, and doors and soffits of bone white.

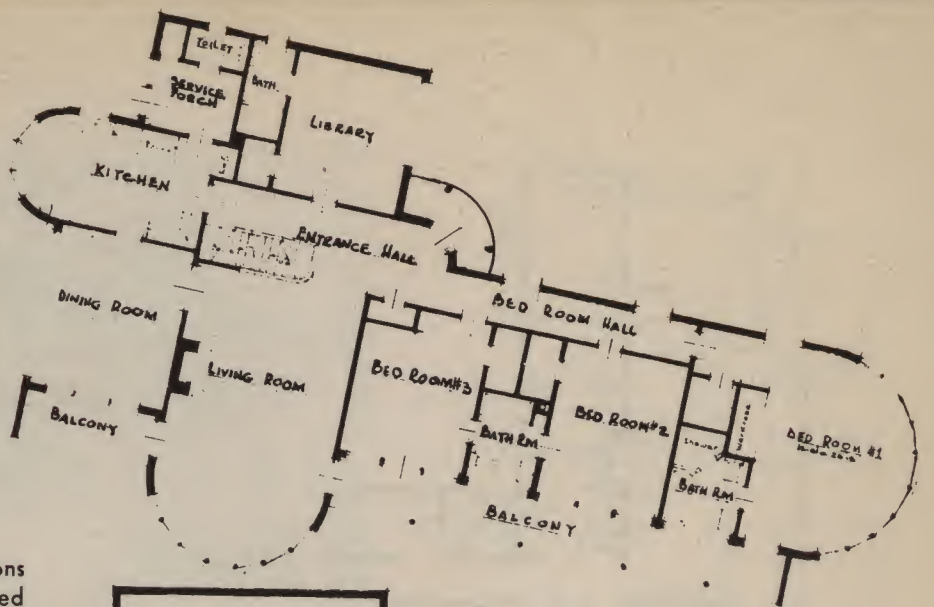
(Top of page) The dining area is practically a part of the living room, separated only by a screen wall, part solid and part folding, which also forms part of the entry hall. Wallpaper is gray-green and putty colored.

(Left) Note the interesting roof lines in the patio.

(Below) The sliding sash extends the entire length and height of the southern wall of the living room.

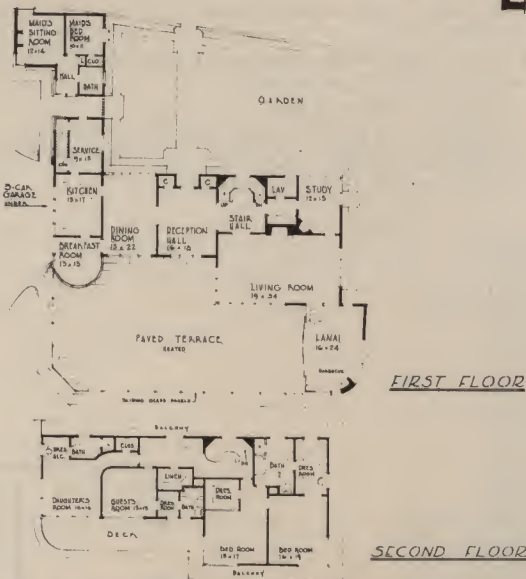
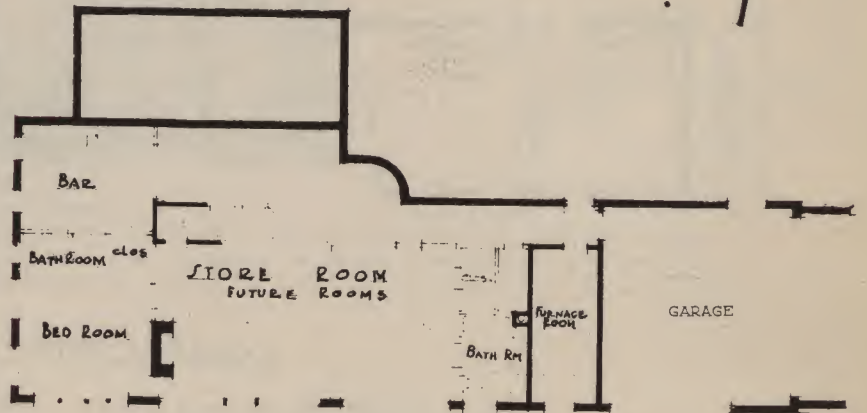
Photos: Esther Born





On these two pages are three splendid illustrations of the variety of architecture that is being planned for the California home of tomorrow; yet it is not exactly correct to say "home of tomorrow" entirely, as one of the homes illustrated is a restoration of the ranch house of "Lucky" Baldwin, romantic figure with the Midas touch of old California.

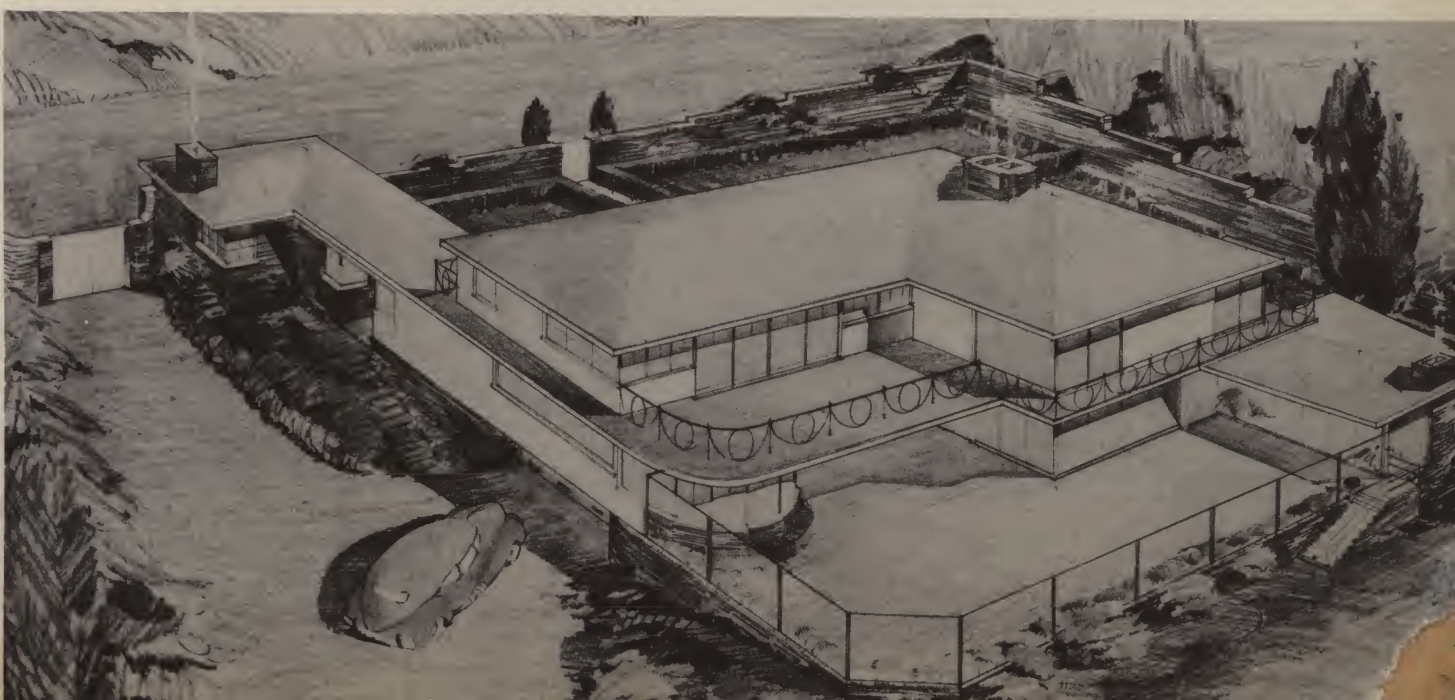
Of course, we can't all have homes like this, but in each plan and sketch is contained innumerable ideas which can be adapted by the home builder for his own "bit of Heaven on earth". Mr. Reimers deserves special commendation for the many forward-looking ideas that have been incorporated in these residences.

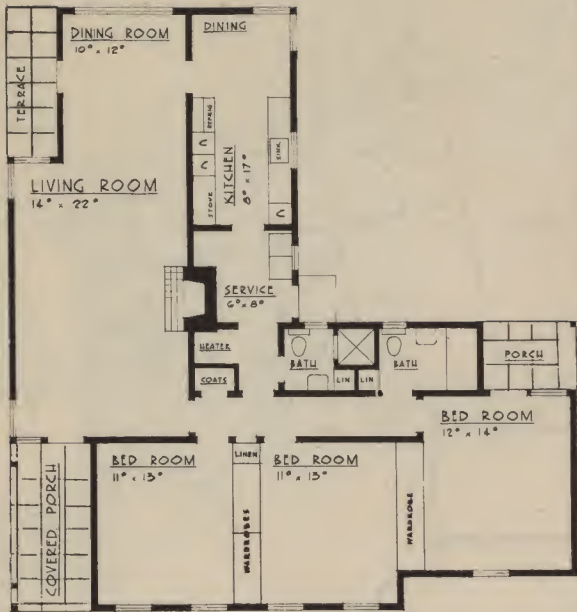


Plan 76 Near Carquinez Straits

FREDERICK H. REIMERS, Architect

Overlooking beautiful Carquinez Straits at the entrance to San Pablo Bay, about 30 miles north of San Francisco, the owner has spared no expense in planning for a house that has every up-to-the-minute feature for tomorrow's house. The large outside paved terrace is heated by the newest method of panel heating, which will permit comfortable entertaining out of doors even on cool evenings. Sliding glass panels enclose the paved terrace and sliding glass walls in the lanai will open the entire space to the outside. The house is well insulated in walls, ceilings and roof, with exterior surface of brick and stucco and copper roof. Interior woodwork will be Oregon pine and Philippine mahogany. Area is about 5,650 square feet.





Plan 77

Santa Clara

PASETTA CONSTRUCTION COMPANY, Builder

On this page are two interesting three-bedroom homes planned for early construction in the community of Santa Clara, where the Santa Clara University is located and about 50 miles south of San Francisco. Considerable thought has been given to the room arrangement, as is ascertained by a study of the plans. Outstanding characteristics of both plans are the unusually large and many wardrobe closets, the large bedrooms, two baths as well as the stall shower, and the dining nook as a part of the kitchen as well as the separate dining room for more formal occasions. The house contains 1,440 square feet and it is estimated will cost about \$7,900. Monthly payments would be approximately:

\$65.65

CONSTRUCTION OUTLINE

TYPE OF FOUNDATION—Reinforced Concrete
 TYPE OF CONSTRUCTION—Frame
 EXTERIOR SURFACE—Plaster and Shingles
 EXTERIOR FINISH—Stucco Wash
 ROOF—Wood Shingles
 DOOR and WINDOW FRAMES—Ponderosa Pine
 PORCHES—Brick
 TERRACE and WALKS—Concrete

FIREPLACE—Brick—Wood Mantel
 FLOORS—Oak
 FLOOR COVERINGS—Linoleum—Kitchen and Service
 INTERIOR WOODWORK—Pine
 INTERIOR FINISH—Enamel
 PLUMBING and BATHROOM FIXTURES—Standard
 BATHROOM FLOOR and WALLS—Tile Floor and Base
 HEATING—Dual Floor Furnaces—Gas



Plan 78

Santa Clara

PASETTA CONSTRUCTION COMPANY, Builder

In this plan the living room is in a separate wing with a covered porch immediately to the rear. Off the service porch there is a convenient bath with shower, which makes it unnecessary to go through the house when one comes in from work in the garden or on the car. Note, also, that this bath is connected to one of the bedrooms which would make an ideal children's room. The simplicity of the plan in laying out the framework of the house into rectangles cuts construction costs considerably. It also makes it possible to have a lot more house for the money than would be possible if there were a number of irregularities in the exterior walls and interior planning.

This house is slightly smaller, contains 1,400 square feet of floor space and can be built for approximately \$7,700. Monthly payments would be:

\$63.99





Plan 79

Millbrae

OSCAR R. THAYER, Architect
JOHN JOHNSON, Builder

The "elevated bedroom" type of house has struck a particular fancy in certain parts of suburban California, where the width of lots is limited to 50 or 60 feet. In this plan Mr. Thayer has, by adding the balcony over the garage doors and by breaking the roof line, made a very interesting and appealing design for this type of house. Exterior of the house will be stuccoed and have some used brick in the front. Porches are brick and the roof is cedar shingles. All floors are hardwood with the exception of kitchen and bath which are linoleum. Heating is by a central forced-air gas furnace. There are full length mirrors on the bedroom doors. Estimated cost of the house (contains 1,400 square feet) is \$7,350, or per month:

\$61.08

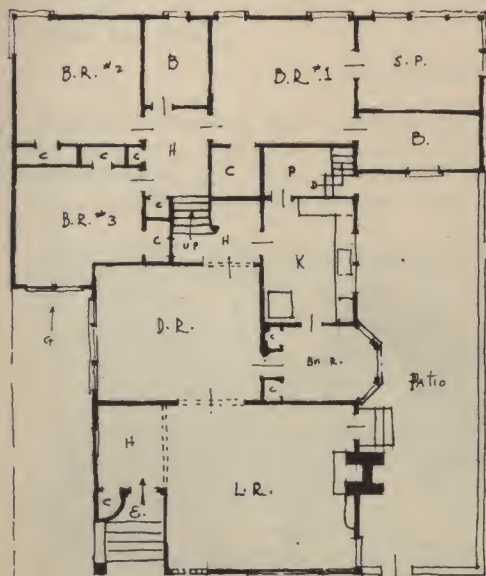
Plan 80

San Carlos

OSCAR R. THAYER, Architect
CECIL BALL, Builder

There is a lot of room in this house for \$10,750. Note, for example, that there are not only three ample size bedrooms but a central bath off of the hall, and in addition, a separate bath and a large sleeping porch off of the master suite (bedroom No. 1). There is also a small breakfast nook with bay windows which looks out to the patio. The patio can be reached easily from the living room or the kitchen. The garage for the house is underneath the bedrooms Nos. 2 and 3, which are slightly elevated above the floor level of the main part of the house. The garage has ample room for two cars. Containing 1,840 square feet, estimated monthly costs:

\$90.83



Plan 81

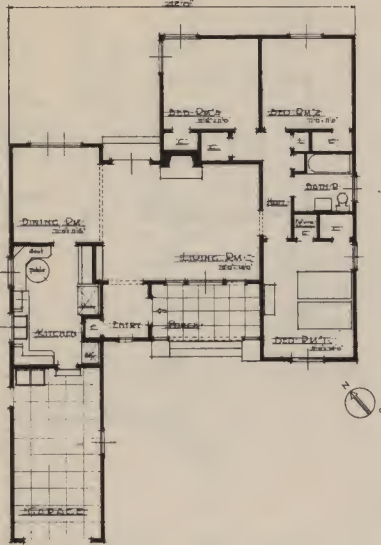
San Rafael

HAROLD G. STONER, Architect

GEORGE W. DAVENPORT, Builder

Here is a lot of house for the money—a total area inside of 1,270 square feet plus 92 feet for the porch and 240 feet for the garage. Estimated cost is \$8,350. The kitchen has a corner nook with a built-in seat and table large enough for a quick breakfast or a midnight snack. The three bedrooms are grouped so as to keep building costs to a minimum. The exterior finish of the house would call for either redwood or pine siding and a thick-butt shake or heavy composition shingle roof. Monthly payments would approximate:

\$69.39

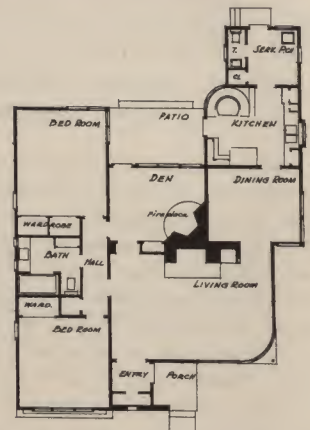


Plan 82

LEONARD L. JONES, Architect

San Diego

Below and to the right is one of several well-planned six-room homes for Sterling Manor in San Diego. The ingenious use of brick for not only a fireplace in the living room and a bookcase adjoining, but also the corner fireplace in the den, all to use the same chimney, is an unusually desirable feature that will appeal to many new home planners. There is a semi-circular built-in seat with table in the kitchen, as well as easy access to the dining room for indoor dining, or to the rear patio for outdoor dining. The house could easily be built on a 50 to 60 foot lot.



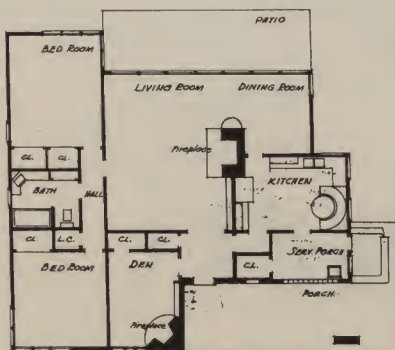
Note in the plan above the extensive use of windows which take the form of a curved corner window in the living room, a large corner window in the dining room and an unusually wide window in the front bedroom.

Plan 83

LEONARD L. JONES, Architect

San Diego

This home was designed by Mr. Jones to use considerable brick as a substitute for scarce lumber. It is evident that if brick is used not only in the front wall near the front door but as well in other parts of the exterior wall, and if in addition, brick is used in the fireplace and a full length wall is built to the ceiling; and if in addition to this, an entirely glass wall



is built the length of the combination living and dining room to the rear, that all of these alternatives will enable the builder to conserve on the use of lumber. A sizable shelf for books is indicated next to the fireplace in the living room.





Plan 84

San Rafael

HAROLD G. STONER, Architect

GEORGE W. DAVENPORT, Builder

The architect has solved two problems in a pleasing manner in this home planned for "Valleyview" subdivision in San Rafael: first, the entry hall is moved back to the center of the house so that the living room is to the left of the entrance-way and entirely separate

from all other rooms, so it does not become a "traffic artery". Second, the elevated bedrooms with garage underneath have made it possible to put a third bedroom to the rear of the garage without expanding the size of the house.

The estimated cost of the house is \$8,450 (1,425 square feet), would require monthly payments of:

\$70.22



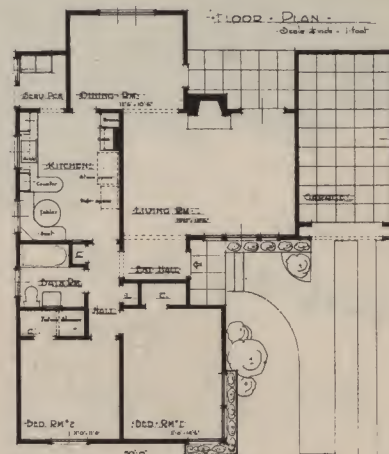
Plan 85

San Rafael

HAROLD G. STONER, Architect

GEORGE W. DAVENPORT, Builder

In the Monterey Colonial type of cottage pictured below, the living and dining rooms have again been moved to the rear of the house with several desirable advantages. There is easy access to the patio from the living and dining rooms; and the entrance hall, together with the adjoining hallway that connects the kitchen, bedrooms and bath, provides good circulation throughout the home.



With an area of 1,220 square feet, the estimated cost of the house today would be \$7,800, or monthly: **\$64.76**

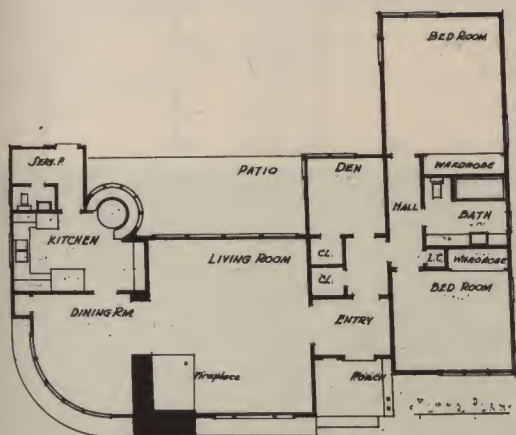


Plan 86

San Diego

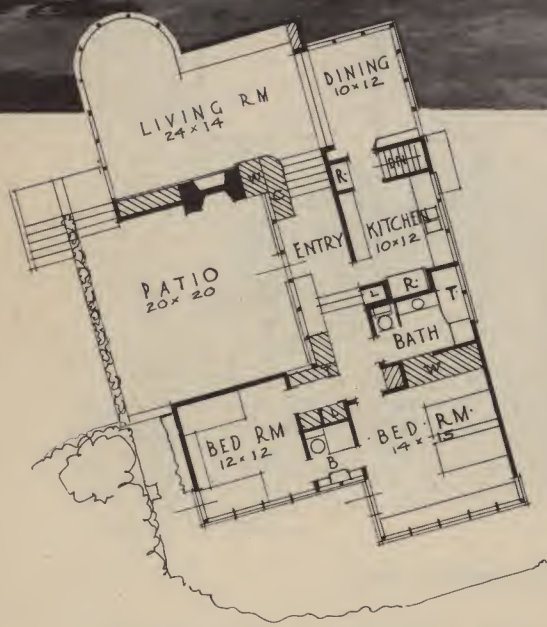
LEONARD L. JONES, Architect

Two of Mr. Jones' fortes are large curved window areas and unusually designed fireplaces. When one considers the attention that home buyers and home builders pay to large window space and to intriguing fireplaces, perhaps the architect really "has something". There is also an unusually large amount of closet space, as will be ascertained by a close study of the plan.



While the home planner may question whether the dining room shown in the plan above is large enough to accommodate a large dining room table and chairs as well as china cabinet, it will be found a curved window not only adds considerable to the appearance of the house but really "makes" the room as being something distinctive, unusual and inviting.





Plan 87

Los Angeles

FREDERICK MONHOFF, Architect

CAROL NORQUIST, Builder

Built high on the hillside overlooking Los Angeles, it is easy to see where the architect found the inspiration for the home pictured here. Abundant windows were the essential to grasp the full benefit of the magnificent panorama; hence, living room and dining room are largely windows. The several steps which separate the living room from the dining and kitchen quarters also add an interesting touch which can be utilized in many homes built on a sloping hill.

The house contains 1,600 square feet of floor space, and at a cost of \$9,000 it would require monthly payments of approximately:

\$7

CONSTRUCTION OUTLINE

EXTERIOR SURFACE—Redwood and Stucco
 ROOF—Composition
 DOOR and WINDOW FRAMES—Steel Fenestra
 TERRACE and WALKS—Brick and Stone
 FIREPLACE—Brick
 FLOORS—Armstrong Cork Carpeting
 FLOOR COVERINGS—Throw Rugs
 INTERIOR WOODWORK—U. S. Plywood
 INTERIOR PAINT—Fuller
 INSULATION—Rock Wool
 LIGHTING and ELECTRICAL FIXTURES—Pryne
 BATHROOM FLOOR and WALLS—Tile and Linoleum
 HEATING—Pacific Gas Heating
 BUILDING PAPER—Sisalkraft
 GLASS and MIRRORS—Pittsburgh Plate Glass Co.
 WINDOW BLINDS—Los Angeles Venetian Blind Co.

Pictured here is an unusual night view. Note the wide over-hang of the roof which protects the corner window areas from the sun in the summer.



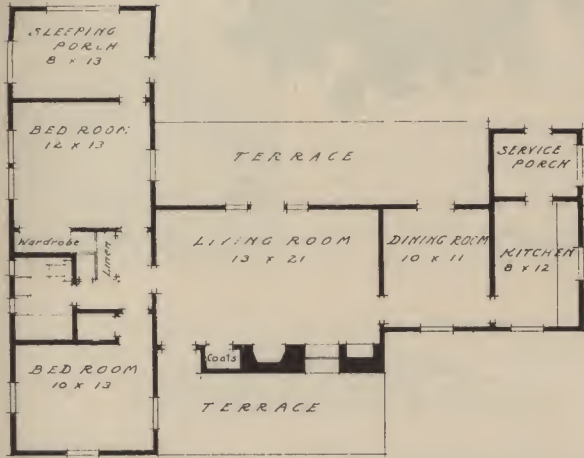


Plan 88

El Monte

KENNETH A. GORDON, Architect

Out in the broad country east of Los Angeles in the heart of the citrus belt, and near the foothills of the San Bernardino mountains, are many lovely ranch houses which have carried out the California theme. Typical is the house at the top of the page designed by Mr. Gordon. A broad terrace to the rear opens off both the living and dining rooms. One of the additional nice features of the house is the large sleeping porch to the rear, off of the master bedroom. It is a blessing to the owners in the summer time and can be used as a spare guest room if desired. The house contains approximately 1,240 square feet of area.



Plan 89

Stockton

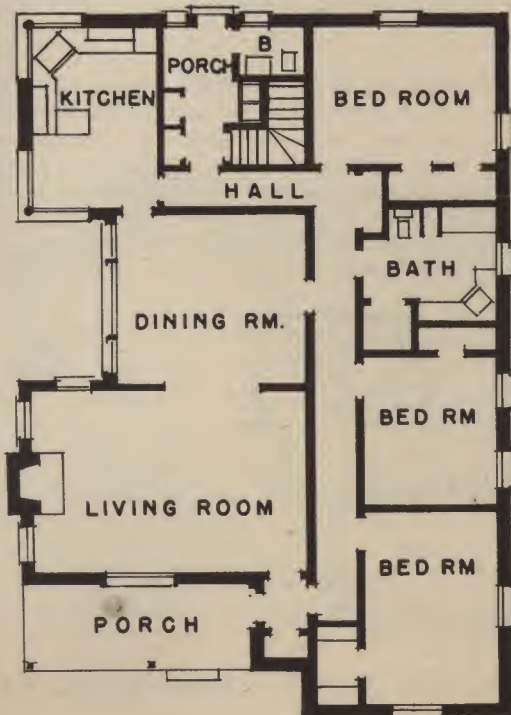
PRECISION HOMES, Builder
Plans by: CENTRAL LUMBER COMPANY

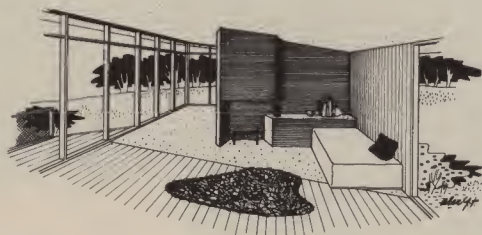
Here is striking evidence that a pre-fabricated house can be designed along conventional lines and not only be made to conform to the designs of similar houses in the area but can even be planned to carry out the architectural tradition of the region.

The house pictured here was planned and all of the wall sections were built in the yards of the Central Lumber Company in Stock-

ton. Then the wall sections were moved to the site and speedily erected on foundations which previously had been poured and prepared.

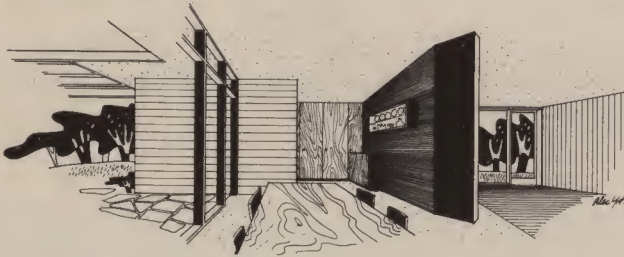
Exterior of the house is brick veneer with a roof of Spanish tile. The house is larger than appears in the picture and there are ample facilities for a sizable family.



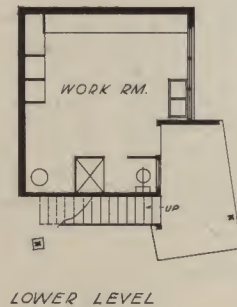
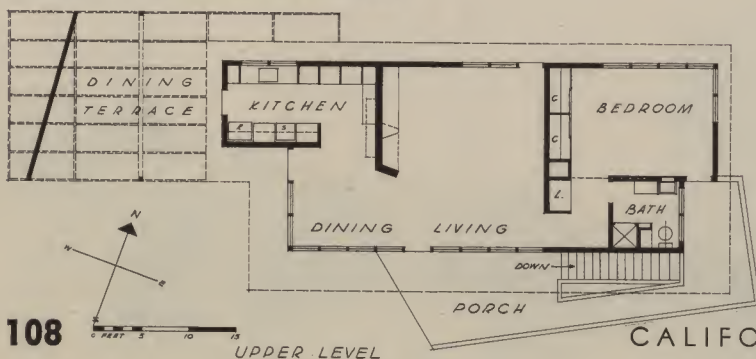


CONSTRUCTION OUTLINE

TYPE OF CONSTRUCTION—Wood frame
 EXTERIOR SURFACE—Redwood siding
 EXTERIOR FINISH—Stain
 ROOF—Tar and gravel
 DOOR and WINDOW FRAMES—Wood
 PORCHES—Wood planking
 CHIMNEY—Brick



FIREPLACE—Brick
 FLOORS—Wood and concrete
 FLOOR COVERINGS—Bathroom only, linoleum
 INTERIOR FINISH—Wood and plaster board
 LIGHTING and ELECTRICAL FIXTURES—Incandescent
 HEATING—Gas warm air
 BATHROOM FLOOR and WALLS: Floor, linoleum; walls, plywood
 BUILDING PAPER—Sisalkraft
 KITCHEN—St. Charles Custom Built Steel



Plan 90

Corte Madera

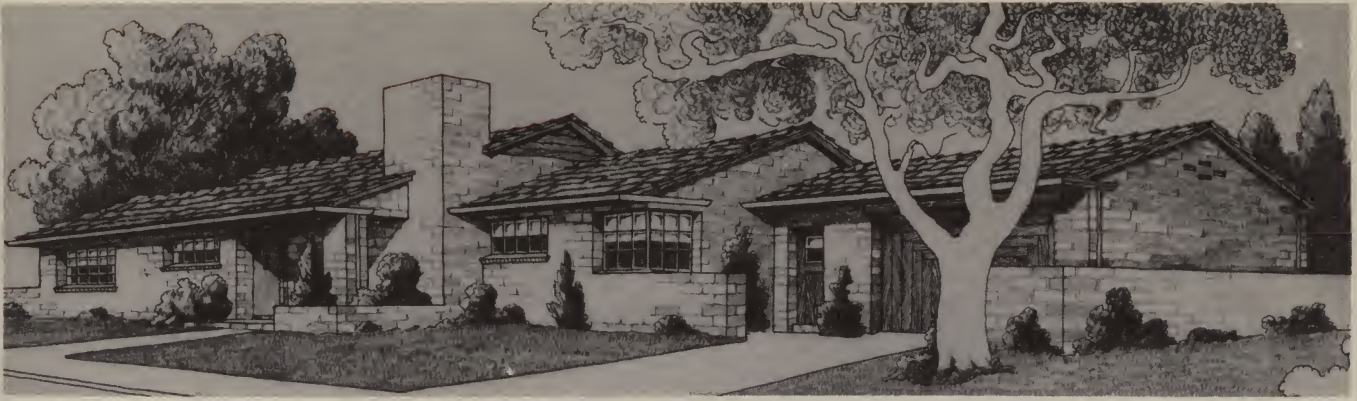
FRANCIS E. LLOYD, Architect
 Sketches by: ALEC YUELL-THORNTON

The owner of this post-war house is a young bachelor and landscape architect who takes his plant material seriously. The site is near the top of the old Corte Madera grade and gives one all the grand view south to Marin hills and the San Francisco Bay and city. The house is reduced to simplest forms to serve as a country retreat and a necessary adjunct to the owner's active and vital interests in both fancy and dirt gardening.

Its appeal comes from the simple problem and its direct solution. There are only two room doors in the house. The bedroom door is sliding, which implies it will seldom be used. The space for eating is separated from the living room by the fireplace chimney. The south wall of glass is common to both. Behind the chimney, cabinets run from the dining space into the kitchen. There is no door between, but the work center is carefully put out of sight around the corner and a low hood with exhaust fan will collect cooking odors at their source.

There is a wide balcony all the way along the south of the house to the bedroom. An eating terrace at the west is sheltered by a trellis and wall. Underneath at another grade line, is the garden work room and shower bath. The simplicity and freedom of the design should produce a house to serve its owner's need.

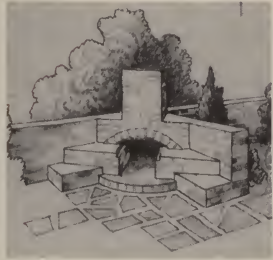
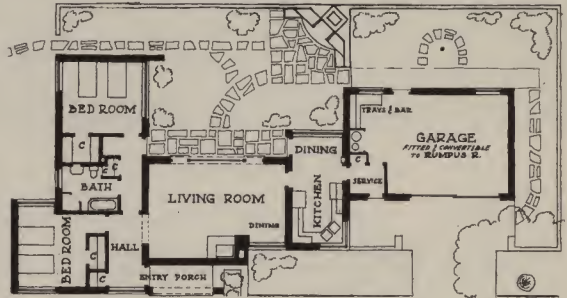
The house contains approximately 1,200 square feet of floor space.



Plan 91 Redwood City

DAVID H. HORN, Architect
NELSON WELLBANK, Builder

Through experience they obtained in building re-
vetments during the early part of the war, Foster
and Kleiser, large outdoor advertising company,
has announced their intention of engaging in the
manufacture of adobe bricks as soon as produc-
tion can be increased to a sizable scale.



To demonstrate the feasibility of adobe construction in a suburban
area near San Francisco, they have undertaken the construction of
a model home in Edgewood Park, Redwood City. A drawing of the
house and outdoor barbecue pit are shown here, together with the
interesting floor plan.

The large mass effect of the adobe brick requires a thick-butt red-

wood shake for the roof. The windows, too, have been designed to
complement the adobe units. There is a dining nook at one end of
the kitchen which looks out into the rear garden, or larger parties
can be accommodated in the dining corner of the living room.
The garage is easily convertible to a rumpus room. The project
makes an inviting home for western living.

Plan 92

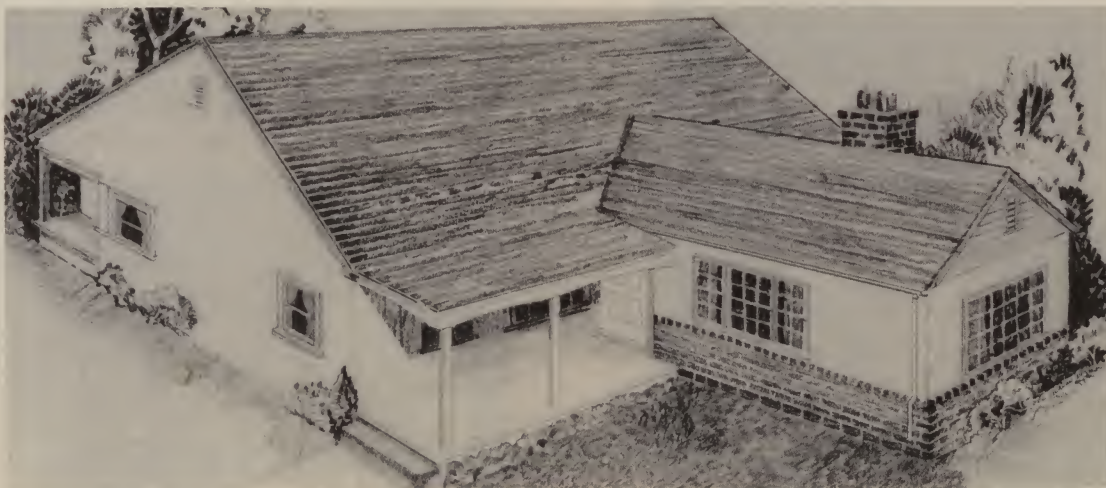
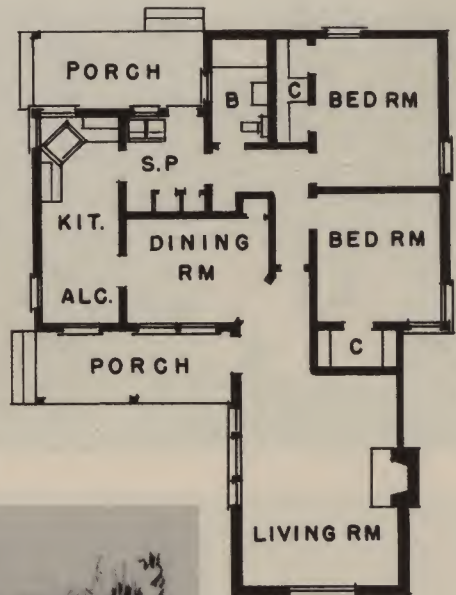
Sacramento

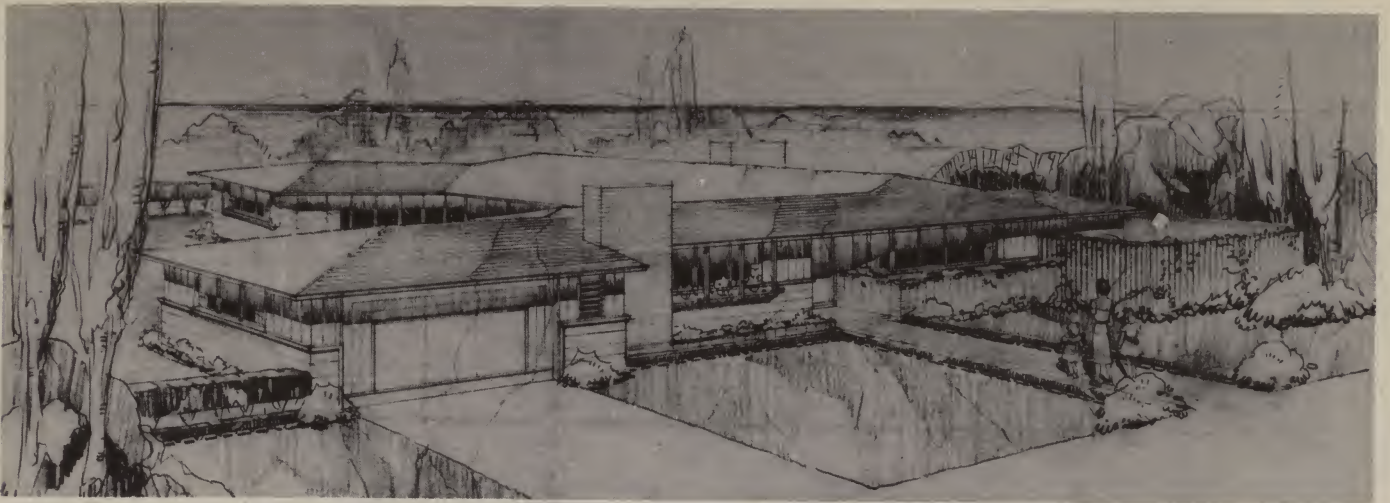
CHARLES E. DeCUIR, Builder Financed by: AMERICAN TRUST COMPANY

Here is one of the first veteran's homes to be built under the "G. I. Bill of Rights" on the
West Coast and the first in the Sacramento Valley. It is well planned, roomy and can easily
be built on a standard city lot, as the entire building is only 35 feet in width. With the
garage to the rear, the complete project will fit on a lot 52 x 120 feet. The living room is in
a separate front wing. Bedrooms, kitchen and dining room are all easily reached from the
central hall. The bathroom has a combination bath and shower; heating is by dual gas furnace.

The house was financed by an FHA-insured bank loan of \$5,400 for 25 years, plus a "GI"
veteran's loan of \$1,205 (20 years); total \$6,605, which paid for house, lot and title fees.
Monthly payments, including principal, interest, fire insurance, taxes, and repayment of
veteran's loan, are:

\$48.00





Plan 96

A Modern Ranch House

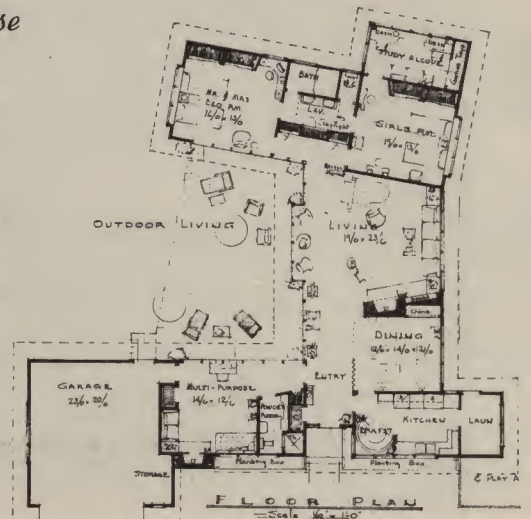
PAUL HAMMARBERG, Architect

If you own a lot, or are buying one, that is 90 feet wide and at least 100 feet deep, here is a plan for a ranch house that is very much a home for "194X" (as some are wont to call it).

Outdoor-indoor living centers around the patio, which is almost entirely glass-enclosed. The architect has developed a plan that definitely ties together the outdoors and the indoors, so successful in the mild western and southern climates. Living room, dining room, master bedroom, and multi-purpose room all open to the large tile-paved outdoor living porch and garden. Thus the focal center of the living room has changed from the fireplace to the outdoor living area. The fireplace still makes a cozy corner, however, with adjoining book nook, and there is ample room for grand piano on the opposite side of the room.

There is a study alcove for the girls' room; plenty of closets; and a powder room with shower, reached either from the entry hall or multi-purpose room. With 1,980 square feet, estimated cost is \$12,900, or monthly:

\$108.98



Plan 97

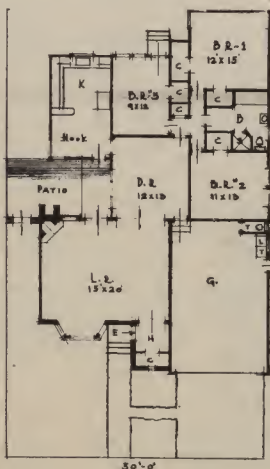
OSCAR R. THAYER, Architect

J. BETTENCOURT, Builder

Financed by: BANK OF AMERICA

Mr. Thayer has developed a compact, economical, three-bedroom house in the plan shown below. The corner fireplace was so designed that a barbecue pit in the patio uses the same brick work, with a double flue. The large bay window in the living room, together with the brick veneer on the front, give the residence a pleasing appearance. The house is designed for a 50-foot lot, would cost \$7,360 to build today (contains 1,388 square feet of floor space), or monthly approximately:

\$61.16



San Carlos

CONSTRUCTION OUTLINE

- TYPE OF CONSTRUCTION—Wood Frame
- ROOF—Asphalt Shingles
- DOOR & WINDOW FRAMES—Entrance door, Mahogany; others, Oregon Pine
- PORCHES—Entrance, Brick; Patio, Concrete Base Finished in Brick
- FIREPLACE—Brick
- FLOORS—Oak
- FLOOR COVERINGS—Linoleum in Kitchen and Nook
- INTERIOR PAINT—Lead and Oil Paint
- BATHROOM FLOOR & WALLS—Tile
- HEATING—Thermostat Control, Wall Type



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Paramount Built-In Fixture Co.,
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Please send me without cost your new folder, "Kitchens of Distinction," to aid in my planning.

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I prefer wooden kitchen cabinets steel cabinets.

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- | | |
|--|---|
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| <input type="checkbox"/> G-E Automatic Clothes Washer. | <input type="checkbox"/> G-E Electric Dishwasher. |
| <input type="checkbox"/> G-E Disposal Unit. | <input type="checkbox"/> G-E Electric Range. |

Name.....

Address..... City.....

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THE CALITE COMPANY

Tribune Tower
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Gentlemen:

Please send me price list and further information about Calite Pumice Tile.

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ARCHITECT'S INFORMATION

To the
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369 Pine Street, San Francisco

I am considering the building of a home, and would like the *American Institute of Architects* to mail me further data about the use of an architect's services.

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Address.....

City..... State.....

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KITCHEN PLANNING

Pacific Coast Gas Assn.
447 Sutter St.
San Francisco 8, California

GENTLEMEN:

I am planning to build....., remodel..... a home as soon as conditions permit.

I will want help in designing my kitchen.....

I plan to buy a new range....., refrigerator.....

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City and State.....

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Please send me more information about BASALITE LIGHTWEIGHT CONCRETE UNITS for home construction.

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City and State.....

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Westinghouse Electric Corporation
San Francisco 4, California

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- Manual of Better Home Wiring (B-3506)
- Home Wiring Handbook (Price \$1.00)
- Better Living Means Electrical Living (B-3602)

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Name.....

Company.....

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City..... State.....

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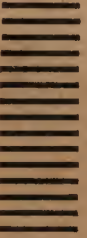
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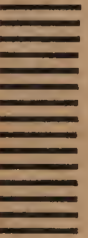
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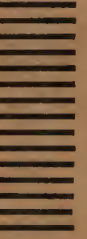
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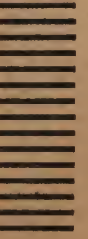
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